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THE NATIONAL NEWSPAPER OF MARKETING

Mahoney Slated to Be Exec VP of Colgate-Palmolive

NEW YORK, June 30—David J. Mahoney, advertising's onetime wonder boy, is slated to become exec vp of the Colgate-Palmolive Co. Mr. Mahoney, 38, currently is president of Good Humor Corp., which was sold two months ago to Thomas J. Lipton Inc. for about $8,600,000. An official Colgate announcement of Mr. Mahoney's new appointment is expected within the next few weeks.

David J. Mahoney

Colgate's last exec vp was Ralph A. Hart, who recently became president of Heublein Inc. In 1960 Mr. Hart received a salary of $100,000, plus incentive and retirement annuity payments of nearly $50,000.

■ Mr. Mahoney was a 28-year-old $25,000 a year vp of Ruthrauff & Ryan when he quit in October, 1951, to open his own agency. He had joined R&R as a $25 a week mail clerk, and was riding herd on $4,000,000 in billings when he left.

He launched his own shop, David J. Mahoney Inc., which handled Virginia Dare wines, Noxzema, Brioschi, Medaglia D'Oro, and White Rock. It was billing around $2,000,000 when he sold it in 1956 to MacManus, John & Adams and became president, at 32, of Good Humor, an agency client. Under his guidance, Good Humor sales increased about 35% and last year the company made $321,714.

■ Lipton, an arm of Unilever, plans to operate Good Humor as a separate division.

Neither Mr. Mahoney nor Colgate-Palmolive would comment today on his expected appointment. The Colgate board of directors meets July 14, at which time an announcement may be made. =

Doctors Vow to Aid Drug Makers' Fight Against U.S. Controls

NEW YORK, June 30—The American Medical Assn., meeting here this week in its annual convention, approved a dues hike, opposed compulsory prescribing by generic instead of brand names, and generally supported the pharmaceutical industry's fight against increased governmental controls on drug marketing.

AMA member dues, now $25 a year, will be raised $10 next January and another $10 in January, 1963. The result will be to lessen the AMA's dependence on income from advertising.

(For news of the Kefauver report proposing legislation on drug advertising, and of the pharmaceuticals industry's reply thereto, see stories on Pages 3 and 49.)

The AMA operated in 1960 on a budget of $15,960,500, more than half of which came from advertising in its journals. The association has some 180,000 members.

The dues increase will also make it easier for the AMA to finance advertising and public relations activities of its own, although several resolutions specifying that the additional revenues be allocated for such programs were beaten down here this week. One of these defeated resolutions proposed that AMA appoint outside pr counsel.

■ The AMA's advertising expenses have been particularly heavy this year. The association has spent more than $100,000 in advertising to fight the King-Anderson bills, which would place medical care for the aged under social security.

There were plenty of indications here this week that the AMA was sorely beset by the problem of "image." One resolution passed by the house of delegates affirmed that the AMA adequately represents "the will and desires of the majority of its members."

On Tuesday, the association co-sponsored a national telecast on NBC-TV, "Dr. B," designed to show

(Continued on Page 49)

King Sano America's purest tobacco taste

SMOKE—*This new campaign for U.S. Tobacco Co.'s King Sano focuses on the smoke of the cigaret. It will run in 20 b&w pages in four regional editions of Life, and the Illinois edition of The Saturday Evening Post. Donahue & Coe is the agency.*

AAW Eyes Possibility of Merger with AFA

Both Groups to Probe Move; Economic Education Is Key Convention Topic

(For other news and pictures of the AAW convention, see Pages 26, 50 and 51.)

SEATTLE, June 29—The responsibilities and economic importance of advertising—to the nation, to the consumer and to the ad business itself—were detailed, dissected and defined during the 58th annual convention of the Advertising Assn. of the West here this week.

■ But one of the final bits of official business conducted by outgoing president Don Ostensoe undoubtedly was the highlight of the meeting, from the standpoint of AAW's future.

Mr. Ostensoe appointed a special committee to study ways and means of permitting AAW to initiate the formation of a new national advertising association to embrace advertising clubs and represent all facets of advertising from coast to coast.

The committee is to report its findings at the AAW mid-winter conference in Fresno in January. Following this action, retiring Advertising Federation of America Chairman James Fish announced the appointment of a comparable committee for the same purpose. This committee is to report at the AFA mid-winter meeting in Washington, D.C., early in February.

■ In the event that both committees report the desirability of such action, this would mean dissolving both AAW and AFA and "creating a new organization with a new name to present a truly united front across the nation to work for improvement of advertising and advertising education, and to combat the current trend of restrictive legislation affecting advertising," said a joint statement issued by the two groups.

Both incoming heads of the present organizations—Lee Fondren of AAW and John Cunningham of AFA—indicated they will

(Continued on Page 50)

FTC Sends P&G-Clorox Case Back for Data on 'Conglomerate' Merger

Says Examiner Didn't Show P&G Used Marketing Power to Build Monopoly

WASHINGTON, June 30—The Federal Trade Commission today instructed an FTC hearing examiner to take another look at his ruling requiring Procter & Gamble to sell Clorox Chemical Co.

The commission, with Chairman Paul Rand Dixon and Commissioner Philip Elman not participating, ruled that a "conglomerate" acquisition, such as the P&G Clorox buy, does not automatically lessen competition. FTC also called for "a more complete and detailed" picture of the production and merchandising techniques used by Clorox since P&G gained control.

P&G acquired Clorox in August, 1957, through an exchange of stock valued at approximately $30,000,000. FTC issued a complaint challenging the purchase the following September.

In an initial decision filed in June, 1960, an FTC hearing examiner, Everett F. Haycraft, supported the commission's complaint and issued an order which would have required P&G to sell Clorox, along with any property added since the purchase.

■ Today's action remands the case to Examiner Haycraft. The commission ruled that the record doesn't provide an "adequate basis" for determining the legality of the P&G purchase.

Because Clorox was not a supplier, a customer, nor a competitor of P&G, FTC said, "such a merger does not have the effect of automatically foreclosing to competitors any market outlet or source of

(Continued on Page 58)

Alberto-Culver Names JWT for New Products

Compton Continues to Handle Its $8,000,000 Portion of Business

CHICAGO, June 27—Alberto-Culver Co., cosmetics and toiletries manufacturer, has hired J. Walter Thompson Co. to handle advertising for "several new products" which are being readied for future market introduction.

Charles A. Pratt, director of advertising, told ADVERTISING AGE that although his company is very pleased with Compton Advertising, it felt that it would be "healthy to have an additional agency." Compton has handled all of the $8,000,000-plus account for the past year, since Alberto-Culver left Wade Advertising (AA, July 11, '60).

Mr. Pratt declined to name the kind of products which would be handled by JWT, but added that none of the products has been placed on the market. He declined to comment on a report that one of the new products is a shampoo, which would represent a new product line for the company.

■ JWT has named John Morrissey as account supervisor and Ed Wolfe as account representative on Alberto-Culver. =

Ayer Folk Visit Chrysler-Plymouth's New Boss as Consolidation Continues

Reorganization Stirs Speculation on Possible Realignment of Agencies

By Hugh Quinn

DETROIT, June 28—The former Plymouth division has begun the physical move into new quarters at the Chrysler Jefferson plant, where the newly organized Chrysler-Plymouth division is setting up its general offices. Meanwhile, speculation concerning a possible realignment of Chrysler Corp. advertising agencies continues to mount.

The consolidation of the Plymouth and Chrysler advertising departments follows the merger last week of the Plymouth and Chrysler-Imperial divisions (AA, June 26).

Top brass from N. W. Ayer & Son were in Detroit this week for talks with C. E. Briggs, Chrysler vp and general manager of the new division. Mr. Briggs formerly was head of the Chrysler-Imperial division, so this was Ayer's first contact with him.

Mr. Briggs' predecessor at Chrysler-Imperial division was E. C. Quinn, who headed the division in 1958 when Y&R got the account. Mr. Quinn is now vp in charge of all sales operations for the corporation, and some insiders consider him a likely candidate to become president of

(Continued on Page 12)

Last Minute News Flashes

Italian Line Departs C&W, Bound for Kastor, Hilton

NEW YORK, June 30—The Italian Line next week will announce Kastor, Hilton, Chesley, Clifford & Atherton as successor to Cunningham & Walsh, its agency since 1950. The company heard presentations from six agencies for its $500,000 account.

Container Corp. Decides to Remain with Ayer

CHICAGO, June 30—Container Corp. of America will announce Monday that it has decided to remain with N. W. Ayer & Son, its agency for 25 years. The company said last December that it would seek a new agency to replace Ayer this summer (AA, Jan. 2).

Masius & Fergusson Buys Italian Agency

MILAN, June 30—Masius & Fergusson, Britain's seventh largest agency, has reportedly bought Omnia Publicita, one of the five largest agencies in Italy. Both handle Colgate advertising.

Canadian Bank Reportedly Names MacLaren

TORONTO, June 30—Canadian Imperial Bank of Commerce has reportedly awarded its post-amalgamation advertising account to MacLaren Advertising Co. Annual billings are expected to be about $1,100,000. The bank was formed by the merger of the Canadian Bank of Commerce, handled by MacLaren, and the Imperial Bank of Canada, handled by McKim Advertising. McKim reportedly will be retained as marketing consultant.

(Additional News Flashes on Page 49)

TV Programming Probes Seem a Lot Like Re-runs to AA's TV Writer

By Maurine Christopher

NEW YORK, June 27—Words, words, words. That's a reporter's reaction to a week of rambling questioning of witnesses in the Federal Communications Commission's network tv program inquiry, a sort of summer re-run.

The plot of this on-again, off-again road show, now in its third year and bedeviled by recalcitrant witnesses, is hard to follow.

To cover the highlights: In February, 1959, a couple of lawyers set forth to find out who is responsible for what gets on the air. They questioned network officials in Washington and advertising agency experts in New York.

In November, 1959, their bosses, the commissioners, heard from about 100 people representing the public, civic groups, industry associations—and again the tv networks.

In mid-1960 the investigators put out a phonebook-size report and recommended changes in broadcast licensing procedures.

■ Despite the mountains of testimony and the wordiness of this report, apparently the network study sleuths still hadn't found what they were after.

For in October, 1960, as does everything eventually in television, the scene shifted to Hollywood, where independent producers were summoned to tell what they knew about the programming facts of life in tv.

Last week the show resumed in New York, with writers, producers, directors and performers taking center stage (AA, June 26).

The next act, set perhaps in Washington, will feature sponsors, who so far have managed to play a mighty villainous role without once getting on stage. After that, the networks are due for another repeat performance.

Maybe by then the FCC investigators will have their answers. Certainly no tv private eyes could get by with a record like this; these gentlemen crack their cases promptly, or else—lest there soon be somebody else in their time slots.

■ When lawyers Ashbrook P. Bryant and James Tierney resumed their questioning of people-in-the-know-about-tv here last week they indicated that still more hearings were needed for the further information of the commission, Congress and the public.

If Gore Vidal, one of the writer-witnesses, were writing the script for this study group, now should be the time for new, well-documented charges to give Congress or the FCC something to go to work on. But Mr. Vidal clearly had nothing to do with concocting this story line.

Last week, at the federal courthouse, Messrs. Bryant and Tierney listened as witnesses detailed their careers, extolled their proudest tv accomplishments and aired their pet gripes about tv—most of which were well known to anybody who has been keeping up with the business.

The climax and the hitherto unrevealed information were missing.

■ It was as though this FCC study office had been operating in a world of its own and paying no heed to what others had been doing "to inform" Congress and the public. The lawyers' questions focused on ratings, crime and violence in programming, diversity and balance in the tv schedule, advertiser interference in the creative aspects of programming, network control and unfair trade practices by talent agencies.

Ratings were of paramount interest to Chief Hearing Examiner James C. Cunningham, who asked several questions about them himself.

George Jessel, a late starter on the list of those booked to appear, gave his familiar anti-rating statement; most of the others had equally scant respect for ratings. An exception was Ed Sullivan, who gets nothing but the best Nielsens on his show.

■ But so what? If the commission wants to be informed about ratings, why can't it borrow a copy of the recent study made by statistical experts for the Oren Harris House committee?

David Susskind, Robert Saudek, Tad Mosel and the rest—including tv's staunchest defender at these hearings, Mr. Sullivan—agreed that there's too much crime and violence on tv. Crime and violence on the home screen are what the Senate juvenile delinquency committee was simultaneously investigating in Washington.

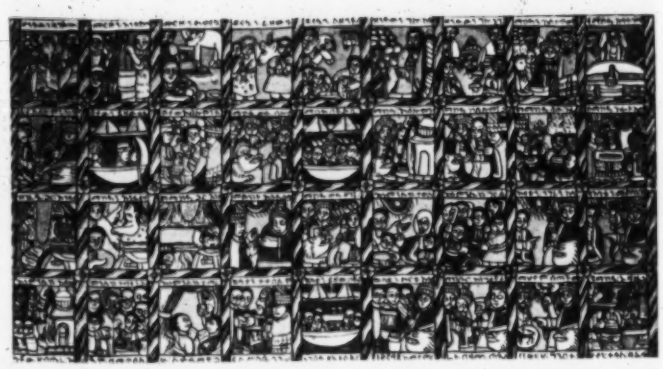
As to diversity and balance, FCC Chairman Newton Minow has already recommended the most direct method of finding out about that: Watch the tv set for a full day.

■ The advertiser attitude toward program sponsorship in this country is well known. Hearings are not required to determine sponsors' preference for shows that will reach practically everybody and offend nobody. Advertiser tabus are not secret; sponsors do not seek out controversy. Most of the writers, who charged that advertiser interference had made tv impossible for the truly creative writer, already had made these charges on tv, at public meetings or in the press.

The charges of network control over programming were studied at these hearings a year ago and have been looked into by past investigators. =

National Wine to Cappy Ricks

National Wine Co., Seattle, has appointed Cappy Ricks & Associates, Seattle, to handle its advertising. A saturation newspaper and radio push will be used this fall to introduce a new Nawico package.



STORYBOARD B. C.—*Van Praag Productions, New York, stirred a great deal of interest with this offbeat storyboard teaser mailed to prospective clients. The tv film producer sent the mailing with no explanation, inviting the curious to write in for a translation of the Amharic subtitles. When approximately 400 agency personnel wrote or phoned in for interpretations, they were told the "storyboard" was actually an Ethiopian painting, over 2,000 years old, depicting the legend of Solomon and the Queen of Sheba.*

ABC-TV Can't Clear Time for Sunoco's National Newscast

NEW YORK, June 29—ABC-TV has encountered a good deal of resistance from affiliates in its efforts to clear time for a 12-minute network newscast at 11 p.m., EDT, for the fall, despite the fact that Sun Oil Co. is ready to sponsor the Monday-through-Friday show.

The network has been testing "News Final" since last spring on WABC-TV, New York, and WMAL-TV, Washington, with Sunoco backing. Happy with the show, Sunoco wants to sponsor it in 62 markets in the eastern half of the country, but so far ABC has been able to clear only 22. From an anticipated lineup of 133 stations throughout the country, the network so far has cleared only 60.

James Hagerty, ABC's vp in charge of news, threatened affiliates in a closed circuit telecast last week that he would walk off the job if they didn't give him better backing. Stations have been reluctant to turn over to the network this late night period, because it is one of their most salable items locally.

Sunoco's sponsorship is through William Esty Co. =

Tracy Joins Hoefer, Dietrich

T. N. (Ted) Tracy, formerly vp and manager of the Portland office of McCann-Erickson, has joined Hoefer, Dietrich & Brown, San Francisco, as an account executive.

Peach Board Sets Fall Print Drive

SAN FRANCISCO, June 28—The biggest promotion program in the history of California's Cling Peach Advisory Board has been set for this fall, with more than $1,000,000 in advertising and merchandising scheduled for the September-December period.

Bill Hoard, manager of advertising and promotion of the board, said the industry program on behalf of canned cling peaches and canned fruit cocktail will "again emphasize the versatility of these fruits, the country's largest domestic canned fruit packs."

Four-color ads will run throughout the fall in *Better Homes & Gardens, Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's, Parents' Magazine, True Story*, and *Woman's Day*, as well as in newspapers in several cities.

The industry's consumer ads will be supported by advertising and merchandising by General Mills, Standard Brands, Reynolds Metals Co. and Carnation Co.

■ In addition, there will be two complete programs cooperating with the nation's dairies—a sour-cream holiday promotion and the 15th annual cottage cheese-cling peach event, to break next March.

The board also will launch an enlarged hotel and restaurant institutional program, with advertising in 14 publications to be scheduled. =

Bishop Cuts Back Ad Claims; SEC Okays Stock Offer

WASHINGTON, June 27—The Securities & Exchange Commission today canceled its stop order on a proposed sale of more than 1,200,000 shares of Hazel Bishop Inc., but not before the company scaled down its estimate of this year's advertising expenditures and made other "appropriate disclosures."

SEC had filed the stop order earlier this month, charging that the Hazel Bishop registration statement contained false and misleading information and omitted material facts about the company's financial situation (AA, June 12).

In the revised prospectus Hazel Bishop concedes that in the six months ending April, 1961, its advertising expenditures were sliced to approximately $665,000 and represented only about 20% of net sales of $3,285,000.

The company stated that it presently intends to spend about $1,500,000 for advertising in the current year, "an amount substantially below that expended during any of the past five fiscal years." In 1957, the New York cosmetics company spent $4,372,000, or about 44% of net sales, on advertising.

■ The revised statement also acknowledges that the $10 high of its stock on the American Stock Exchange in June, 1960, "may have been affected" by company announcements that it would sponsor a number of well-known radio and television stars.

(Last week, Hazel Bishop filed suit in federal court against American Broadcasting-Paramount Theatres, charging that ABC-TV "virtually dictated" the company's program. As a result, Hazel Bishop contended, its advertising operations have "completely disintegrated" [AA, June 26]. In January, AB-PT had sued Hazel Bishop and its advertising agency, Raymond Spector Co., for alleged refusal to live up to agreements to sponsor several tv shows.)

■ The offering cleared by SEC today will be participated in by 90 stockholders, who will put 1,204,448 shares of the common stock up for sale within five days.

The shares will be offered through brokers at prices current in the market at the time of the sale. The company has pledged the sellers not to bid for or purchase shares until 40 days after the entire offering is completed. =

Sackheim to Open Office in Seattle

SEATTLE, June 28—Ben Sackheim Inc. will open its own West Coast office July 1, thus ending an affiliation with How. J. Ryan & Son, which has handled all Sackheim functions in the area since February, 1960.

The new Sackheim office will be managed by Floyd O. Flint, formerly a vp of Ryan.

■ Mr. Flint will bring with him the Washington State Potato Commission business, plus other unidentified clients. Mr. Flint was formerly manager of J. Walter Thompson Co.'s West Coast operation.

In New York, George B. Pampel, exec. vp of Sackheim, said, "So far as we are concerned, the Seattle office is a service office for Nationwide Insurance, which will be entering other western states before too long." Currently, Nationwide is active in Washington, Idaho, and Oregon. =

Highlights of This Week's Issue

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Pepsi-Cola Co. sponsors 90-minute telecast of the annual U. S. Junior Chamber of Commerce parade on WSB-TV, Atlanta, citadel of Coca Cola Co. ..... Page 6

Angelina DuTremblay, former president of the Montreal La Presse, will launch a new French-language daily, Le Nouveau Journal, Sept. 5 ..... Page 20

Edward P. Shurick, exec vp of Blair-TV, says the longer station break periods this fall will probably result in a lower average cost-per-1,000 for buyers of prime time 20-second announcements ..... Page 22

Robert W. Sarnoff, board chairman of the National Broadcasting Co., says "pay television has failed to date because it has not delivered better programs than the free service already available" ..... Page 24

Lynn Baker Inc. newsletter says the American Assn. of Advertising Agencies acted wisely in postponing its public relations campaign, because it was doomed to failure unless advertising cleans up the ads ..... Page 27

Walter Weir, chairman of the executive committee of Donahue & Coe, reprimands soft goods companies for their miserly advertising budgets and cliche advertising ..... Page 29

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Independent Grocers' Alliance contemplates using television advertising next spring on about 117 stations in an image-building campaign for IGA member stores ..... Page 37

Herbert Greenwald, retail advertising consultant, charges that retail stores of all sizes skimp on creativity and pay inadequate attention to their small-space advertising ..... Page 38

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Joseph Ungar, marketing consultant, examines advertising and merchandising strategies that failed and products that died ..... Page 41

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Attack on Anti-Ad Rider to Defense Spending Bill Will Be Made in Senate

Climate in House Called 'Inflammatory' After Rickover Talk

WASHINGTON, June 29—The House today passed President Kennedy's $43 billion defense budget; if things go the same way in the Senate, no part of that figure will be spent to pay back contractors for advertising (*see editorial on Page 16*).

In the two-day House debate no one tried to eliminate the section of the bill which would bar the government from reimbursing defense contractors for advertising in trade or technical publications.

ADVERTISING AGE learned, however, that advertising and publishing groups are gathering their forces for a showdown when the bill is considered on the Senate side. Two or three days of hearings on the defense appropriations bill reportedly have been scheduled to start July 10, to consider appeals from the Defense Department and various outside groups. Sen. Willis Robertson (D., Va.), probably will pinch hit as chairman of the hearings for Sen. Dennis Chavez (D., N.M.), who has been ill.

■ As advertisers and publishers assessed their position, most agreed that any overtures aimed at removing the advertising proviso would have fallen on unsympathetic ears in the House. The way they see it, the House atmosphere was "irrational" and "inflammatory" after Rear Adm. Hyman Rickover stirred things up in testimony released last week (AA, June 26). Adm. Rickover contended that Defense advertising should be stopped and that the best way to do it would be to prohibit contractors from charging the price of the ads to the government.

With Adm. Rickover and the House vote over with, advertisers and publishers figure that they can now go to the Senate and start fresh.

(Continued on Page 10)

Motorola Earmarks $1,000,000 for Three Television Specials

CHICAGO, June 29—Motorola Inc. will invest $1,000,000 in three television specials next fall to promote its 1962 line.

The company will co-sponsor a "Salute to Jack Benny" Sept. 27 on CBS-TV (with Kitchens of Sara Lee) and a Christmas special featuring Bing Crosby Dec. 11 on ABC-TV (with U.S. Time Corp.). A special on NBC-TV in late October is still being negotiated.

News of the specials was released at a distributors' meeting here today, at which Edward R. Taylor, exec vp, revealed that Motorola has developed a new color tv picture tube which will make possible less bulky color tv sets.

■ Mr. Taylor said Motorola won't enter the color tv sales race until some picture tube manufacturer puts the new tube into production. Under the present timetable, Motorola will offer a color set for sale next year at this time, Mr. Taylor said.

He said the new, shorter 23" tube, made possible by providing a deflection angle of 90° instead of the present 70° tube and shortening the neck, will be shown to tube makers and others in the industry within 30 days. "We will invite the industry to share our know-how," he added. Motorola will not produce the tubes or patent the process.

■ Mr. Taylor said the major item holding back the mass marketing of color tv—more than price—is the present tube, which prevents the design of a slim set. The Motorola-designed tube can now be produced at the same cost as present 23" tubes, he said, "and if cost-cutting on this tube can be accomplished then color tv is going to be a mass market item."

The 90° tube cuts the front-to-back size of a tv set by 5", the company said. It also provides a rectangular picture thus reducing the height.

The Motorola executive noted that several manufacturers will enter or re-enter the color tv field this fall, and said: "These manufacturers, in my opinion, are going to be disappointed, because of the size problem." He pointed out that because Motorola gets income from 14 basic patents it has in the color tv process "we'll make more money in color this year than any other manufacturer and we won't sell a single color set."

■ Robert G. Ferris, director of consumer products advertising for Motorola, said the company will continue its schedule of color spreads on an every-other-week basis in *Life* and *The Saturday Evening Post*. Initial advertising for the '62 line breaks in the July 1 issue of the *Post*.

In addition to magazines and tv, Motorola will run its "local impact program," using newspapers and outdoor in more than 100 markets, beginning after Labor Day and running through the first week in October.

Leo Burnett Co., Chicago, is the agency. ≡

Package's Role in Selling Hit in Senate Hearing

Impersonal Selling in Supers Hurts Retailing Relationships: Campbell

WASHINGTON, June 30—The Senate anti-trust subcommittee listened to an assortment of king-size adjectives this week describing the current shape of packaging in U.S. supermarkets.

Witnesses who appeared before the subcommittee complained of the influx of bigger and noisier packages concealing increased prices through reduction in quantity. The subcommittee explored differences between "giant" and "jumbo," between a quart and a "full" quart, between "tall" and "extra long."

■ Persia Campbell, chairman of the department of economics at Queens College, in New York, emphasized the impersonal methods of modern supermarket selling, which she said tend to undermine "mutual respect" between buyer and seller.

Prof. Campbell, who has been mentioned as possible head of the proposed new office of consumer counsel, explained: "In passing up and down the aisles of the modern supermarket, the consumer-buyer is confronted not by the seller,

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UNDER 7 HATS—*Borg-Warner Corp.'s corporate campaign covers the thermoelectric refrigeration development by its Norge division in the two-color page scheduled for July and August in Business Week, Fortune, Scientific American, Time, U. S. News & World Report and the Wall Street Journal. Clinton E. Frank Inc., Chicago, is the agency.*

Serta Decides to Stay with Tatham-Laird

CHICAGO, June 30—When an advertiser "reevaluates" its ad program, the net result in a large number of cases is a change of agencies.

Tatham-Laird accomplished the unusual this week when, under the above circumstance, it was retained by Serta Associates. Tatham-Laird has handled the account, which bills between $500,000 and $600,000, for three years.

When Serta decided to talk with other agencies three months ago, J. Allen Ferguson, exec vp and general manager of Serta, asked his public relations counsel, Austin & Lane, to submit a list of five agencies which it considered to be best qualified to handle the national bedding licensor.

■ The five agencies which were considered, in addition to T-L, were William Hart Adler Inc.; the Caples division of Geyer, Morey, Madden & Ballard; Garfield-Linn & Co.; Reach, McClinton & Co.; and John W. Shaw Advertising.

Rather than make formal presentations, the agencies were asked to submit a written marketing plan. The plan was to be based on the following three questions:

1. What do you believe Serta should do in terms of advertising at the national level, promoting this advertising to Serta factories and the retail dealers, and tying in the national campaign with that of the individual factories and their dealers?

2. How do you believe Serta should accomplish this objective?

3. What do you believe your agency can do to help Serta accomplish this objective?

■ After examining the six written plans, the Serta board of directors voted to keep Tatham-Laird. ≡

Smith/Greenland Adds One; Names Warren VP

Jeffrey Martin Laboratories, Newark, has appointed Smith/Greenland Co., New York, to handle advertising for Compoz, a sedative, and Mr. Sleep, a sleeping aid tablet. Dunnan & Jeffrey Advertising Agency, New York, is the previous agency.

Douglas Warren, a Smith Greenland account executive, has been named a vp and account supervisor of food account activities.

TV Cost Scene: Spot Is Up, Net Leveling Off

But Cost per Thousand Will Keep on Rising as Prices Reach Plateau

NEW YORK, June 28—If you want to use spot television this year, you can be sure of one thing—it's more expensive.

Probably you will be paying about 5% more for time.

You may be paying as much as 64% more for talent.

On the other hand, prices are sometimes mitigated by station discount plans and cost-reducing shortcuts, so that in effect the increase may be somewhat less.

■ Here's a quick rundown on costs in the fastest-growing national advertising medium:

Both time and production charges have grown steadily since 1957. To illustrate the trend, consider the 20-second spot (picked in this case because the 20-second length is expected to be least affected by price revisions stemming from the longer station breaks in the fall).

If you want to buy 20s for 26 weeks in the top 50 markets, you would find time prices up a little less than 5% from last year, and about 20% higher than 1957. Production charges will be up about 20% for the 1957-'61 period as well.

■ Time calculations in the ADVERTISING AGE sample were based on the Katz Agency's "Spot TV Advertising Cost Summary." Time for the 20-second spot, run 52 times during the 26 weeks, would

(Continued on Page 56)

Time Costs Seen About 5% Higher, but Talent Portion Zooms Sharply

NEW YORK, June 28—Sponsors' network tv expenses are leveling off, but the average nighttime cost per thousand probably will go up during the 1961-'62 season due to intensified competition for audiences.

Seasonal cost per thousand records for the past few years of network tv show this trend: $3.37, 1957-'58; $3.55, '58-'59; $3.92, '59-'60; $3.96, '60-'61. Lee Rich, senior vp of Benton & Bowles, forecasts a nighttime average cost per thousand of $4.15 for the industry for the coming season. His agency's average for the fading season was $3.55.

■ Agency men are less inclined to gripe about rising costs this year. George Polk, of Batten, Barton, Durstine & Osborn, commented that there is no real story this year on the question of costs, with prices "having reached a plateau based on what the traffic will bear."

As long as set circulation was zooming, station time-charge increases spiraled upward too. Now those rises are tapering off. Viewed strictly on a rate card basis this fall, the advertiser will pay very little more for keeping his '60-'61 lineup intact.

Here are the comparable per network estimated hour gross time charges, fall of '60 vs. fall of '61, for about 150 stations on each of

(Continued on Page 56)

Crest Ad Charge Valid Regardless of Aegis, Says Colgate

NEW YORK, June 29—The question of who did what and to whom, so far as criticism of the American Dental Assn.'s endorsement of Crest is concerned, was unresolved this week.

For those who came in late, a synopsis is herewith presented:

■ Last year the American Dental Assn. recognized Crest toothpaste, giving Procter & Gamble an immense competitive advantage. All of P&G's competitors were

(Continued on Page 52)

FRIGHTENING—*"Died July 4, 1961," Liberty Mutual Insurance Co.'s holiday week-end ad in 21 Massachusetts newspapers was placed by Batten, Barton, Durstine & Osborn, New York. Insertion ties-in with Liberty's nationwide safety campaign.*

Drug Makers Hit Kefauver Report as Unfair, Illogical

Ad Spending Data Also Assailed as Wildly Overestimated

WASHINGTON, June 28—Hill & Knowlton, the nation's largest public relations organization, today distributed a 172-page rebuttal to the Kefauver drug report, filed with the U.S. Senate this week.

Issued under the aegis of the Pharmaceutical Manufacturers Assn., which turned to Hill & Knowlton after it came under congressional fire in 1959, the rebuttal is called "The Untold Story of the Drug Hearings." Publication was carefully timed to take the edge off the final Kefauver report.

This rebuttal was unusual in many respects. For one thing, it represented one of the sharpest attacks ever made by an industry against a Senate committee. The PMA charged that the Kefauver subcommittee on anti-trust and monopoly has conducted "one of the most vindictive attacks ever made on an industry." It alleged that the hearings were "unfair," that they degenerated at times into a "public sideshow" and that they utilized "smear" tactics.

■ The H&K report also alleged, in effect, that the committee made dupes of the American press. "A thoughtful study of the record," the report said, "brings to light another fact of this investigation—headlines and news stories did

(Continued on Page 49)

Agencies Are in Communications, Not Just Advertising: Kaufman to NAAN

Cites McCann Concept; Says Reeves, Bernbach More Alike Than Different

COLORADO SPRINGS, June 27—Agency men should realize they are in the communications business, not solely in the advertising and pr field, if they wish to increase their business, Henry J. Kaufman, managing director of Henry J. Kaufman & Associates, Washington, told the annual conference of the National Advertising Agency Network here yesterday.

"If we took off the blinders that limit our vision when we class ourselves as 'advertising agencies' . . . if we asked, 'How can we adapt ourselves to the broadest possible requirements of the entire communications, perhaps entire marketing, function?' . . . I wonder what our operations would look like, one, two or three years hence," he said in his keynote speech.

Mr. Kaufman suggested agency men should emulate successful business men, who "looked at the broadest aspects of their operations and said to themselves, 'How can I make my specialty attract the greatest patronage . . . how can I make my talents serve the widest range of consumer need . . . what do people want that I can give them?' "

■ He said that "perhaps the most dramatic example of an advertising agency consciously gearing itself for a bigger role in marketing is McCann-Erickson."

Mr. Kaufman noted in the McCann organization "a broader geographic concept, a greatly expanded functional concept, greater emphasis on specialization within the organization . . . so much specialization that separate corporate entities have been established for several individual categories of services.

"Even if we elect to stick to our historic role in the over-all marketing picture," Mr. Kaufman said, "we must become better recognized as 'communications experts,' rather than advertising or pr practitioners.

■ "Even if we prefer not to assume all or many of the responsibilities of a marketing director, we must become more adept at finding markets, understanding markets and 'communicating' with markets . . . communicating by any means and any channels available, and not necessarily the channels we commonly use today," he said.

Mr. Kaufman said imagination and audacity are the ingredients that make businesses great.

The Washington agency man said the battle between those who believe advertising is a science and those who regard it as an art is now "silly."

■ "I say that any battle between Rosser Reeves and William Bernbach is silly because most advertisers now assume that research and creativity are essential and available in any good agency. It's silly because the Bates and Doyle Dane operations are far more alike than they are different," he said.

"They differ only in degrees of emphasis on facilities both possess. Maybe they really don't realize this. Some of the changes which have affected agency operations have evolved so naturally that many agency executives are scarcely aware of their impact on operations," Mr. Kaufman said. =

BLURRED IMAGE—*Man-in-motion is featured in the initial color spread of a new institutional campaign for American Oil Co., Chicago. Life, Look and The Saturday Evening Post will be used, beginning July 4.*

American Oil to Use Magazine Drive

CHICAGO, June 27—American Oil Co. will break a new institutional ad campaign in magazines next month.

The drive will begin with a color spread in the July 4 issue of *Look*. A total of 18 color spreads are scheduled through November in *Life*, *Look* and *The Saturday Evening Post*.

"The new American" is the theme of the campaign, prepared by MacManus, John & Adams, Bloomfield Hills, Mich. The theme refers to the customer, rather than the company. Color photographs will show him in various roles—business man, sportsman, teen ager, housewife, etc.

■ American will use split runs to change copy in 15 midwestern states, where American is marketed through its Standard Oil division.

American broke its original national product advertising through D'Arcy Advertising Co., Chicago, last month, after it became the nationwide marketing arm of Standard Oil Co. (Indiana) (AA, May 22). =

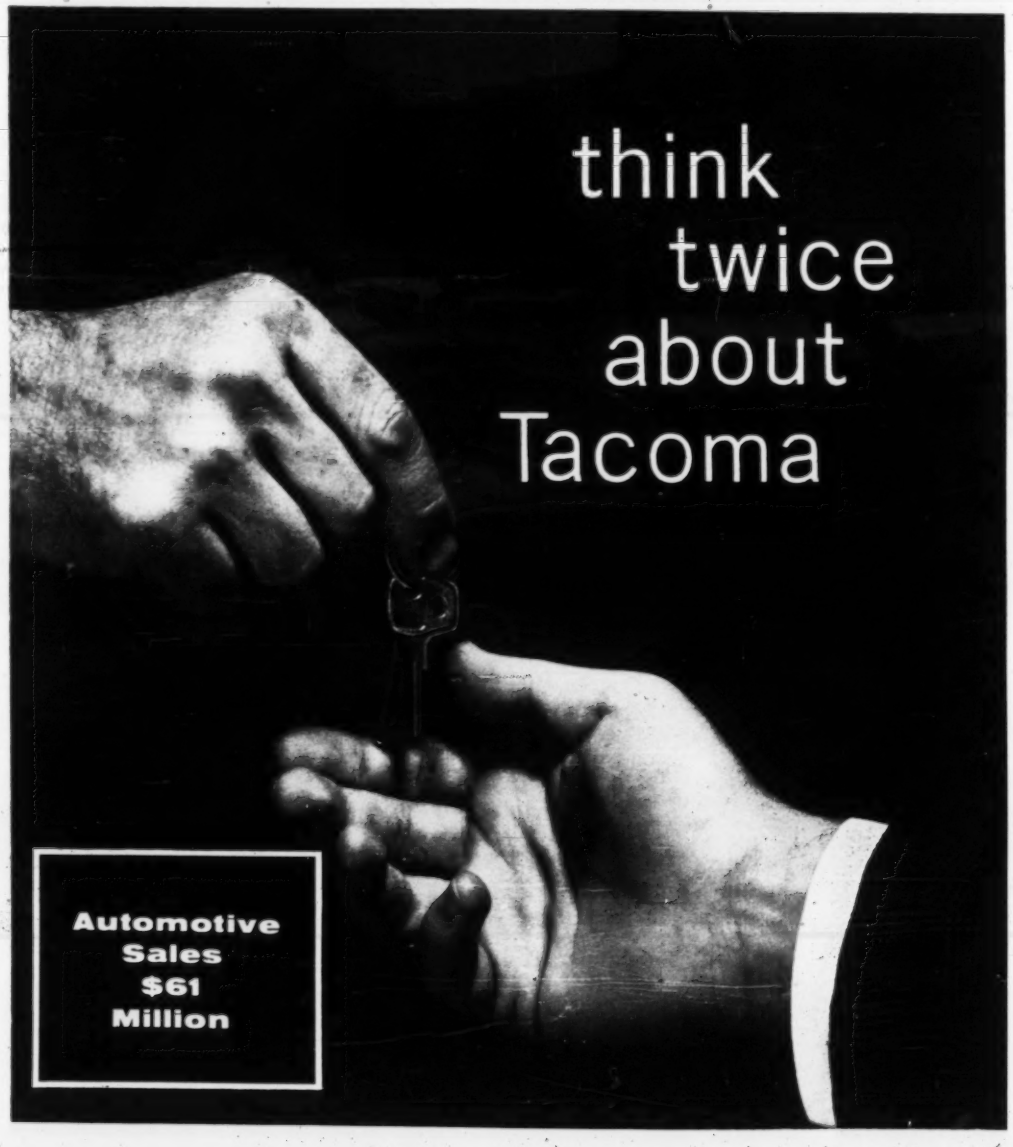
'Progressive Farmer' Rates Up

Progressive Farmer will raise its advertising rates with its January, 1962, issue, based on a circulation guarantee of 1,400,000. The one-time b&w page rate will increase from $6,400 to $6,800. The magazine's bleed premium will be reduced from 15% to 10% and preprinted inserts of 12 pages and larger will also be lower in cost.

Salzman Associates Moves

Salzman Associates, New York agency, has moved to 19 W. 44th St.

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.
Ask the man from Sawyer-Ferguson-Walker Company.

How $9 Billion Grows to More Than $330,000,000,000

The critical market for household products is the never-ending stream of young men and women who get married each year—3,400,000 in 1961.
They spend $9 billion a year for what they eat and use—grow steadily in number to become America's huge $330 billion Family Market. Today these big buyers of tomorrow are making their brand decisions for a lifetime.
Many manufacturers of packaged foods, household and personal products are making lifelong customers of these new families by using the low-cost BRIDAL-PAX program of Controlled Product Sampling, and getting outstanding results—increasing sales up to 242%. Get the facts. Find out what this new low-cost program can do for you. Drop us a note, or call IVanhoe 5-0660.

BRIDAL-PAX, INC.
Controlled Product Sampling
25 Hempstead Gardens Drive, West Hempstead, N. Y.
Offices in principal cities: United States, Canada and Great Britain

The Nielsen Media Service: its significance, its validity, its findings

On July 6, 1960, the A. C. Nielsen Company took a momentous step forward in media research. It announced plans for "a continuing survey of major magazines and TV program audiences conducted in the same national panel of homes to provide *a comparable measurement* (italics ours) for television and magazines."

Recognizing the enormous significance of the new study—for the first time, the audiences of different types of media would be measured by the same organization at the same time through the same research sample—LOOK still had some reservations. Although Nielsen is a leading authority in television, radio and market research, it had little experience in measuring print audiences. Could its magazine findings be accepted as valid?

The new Nielsen Media Service went into the field in the summer and fall of 1960. With a sample base of 2,500 homes, it gathered information on the household audiences of nine magazines (including LOOK), three Sunday supplements and all network TV shows.

While Nielsen was computing the data, LOOK commissioned a nationwide study of its own readers by Audits & Surveys, Inc., a veteran in print-media research. This study would not only provide a more detailed and up-to-date profile of the LOOK audience but would constitute a check on Nielsen magazine figures. A. & S. conducted its interviews in 5,300 homes during the spring of 1961.

Final tabulations supplied a basis for comparisons. Nielsen found that an average LOOK issue is read in 17,258,000 adult households—or 32.5% of all such homes; A. & S. reported the LOOK adult-household reach at 17,230,000—or 32.2% of the total. In average-issue reach to *upper-income* homes, LOOK coverage was measured at 42.0% by Nielsen—at 42.2% by A. & S.

The close correlation between the two studies was reflected in other household-data areas as well.

In view of this substantiation, the first report of the Nielsen Media Service—released March 6, 1961—takes on added weight and import. Among the Nielsen findings were figures showing:

1. Household audiences of nine magazines, individually and in combinations.

2. Household audiences of three Sunday newspaper supplements, individually and in combinations.

3. Household audiences of all network TV shows, individually and in combinations.

4. Household audiences available through inter-media combinations of any of the above.

LOOK has subscribed to the Nielsen Media Service, augmenting a research program that was already one of the most comprehensive in the industry. Through NMS, advertisers and agencies will have access to data on inter-media comparisons never before available... will acquire more of the tools they need for top efficiency in investing ad dollars. Wouldn't right now be a good time to re-examine *your* advertising schedule with the help of LOOK and these latest tools?

LOOK

Equitable, Stymied in Placing Show, to Sit Out TV for Year

NEW YORK, June 28—Unable to get prime network tv time for a 26-week series spotlighting colleges and universities for the 1961-'62 season, Equitable Life Assurance Society of New York hopes to get the show on the 1962-'63 schedule.

Early this spring, Four Star Films made a pilot film for the proposed Equitable tv venture; it covered the founding of Notre Dame University. The next drama would have been built around a University of Michigan professor, whose knowledge of obscure Pacific islands came in handy in World War II.

The pilot was shown to all three networks. "They all liked it," according to Merle Gulick, Equitable vp, but nobody considered it a strong enough vehicle for nighttime. ABC offered a Sunday afternoon period at the end of the professional football season. NBC offered to put it on Sunday afternoon and underwrite $7,500 of the weekly program cost as a public affairs contribution.

■ One of several advertisers who couldn't buy time of their choice this spring, Mr. Gulick said he was not mad at anybody. He accepted the networks' business judgment on clearances, but he said he hoped for a favorable decision for 1962-'63.

Meanwhile, Equitable, which spent about $2,000,000 for "American Heritage" (NBC-TV) in the 1960-'61 season, will be off network tv for the rest of the year. The stymied tv plans will result in a somewhat expanded magazine budget. Foote, Cone & Belding is the agency.

Equitable's tv troubles have been referred to a couple of times publicly by FCC Chairman Newton Minow. He cited this case—without mentioning the advertiser by name—to illustrate how difficult it could be to get satisfactory time clearances for worth while programs even when a sponsor is available. =

Newspaper Ad Linage Dips; R.O.P. Color Use Rises

Total newspaper ad linage for the first five months of 1961 dropped 7% from 1,195,298,776 lines to 1,111,520,295 lines according to a 52-city summary by Media Records. May linage was down 8.9%, from 273,696,536 lines to 249,310,531. Top loser was automotive, which skidded 13.4%.

While b&w newspaper linage slumped 5.7% in April compared with April, 1960, r.o.p. color racked up a 2.7% gain to hit the 16,130,592-line mark. According to a report by R. Hoe & Co., this represented a 421,191-line gain over a year ago. The month was the greatest on record for retailer users of color. Retail r.o.p. totaled 7,320,883 lines, bringing the total for the year to 26,088,576. Comparable totals were 6,960,801 for the month a year ago, and 23,722,067 for the first four months.

Douglas Turner Adds Three

Douglas Turner Inc., Newark, has been named to handle U.S. advertising for Newman Industries, British electric motor manufacturer. Turner also has been named to handle advertising for Thatcher Furnace Co., Garwood, N.J., and for American Tag Co., Chicago. Turner handles advertising for the company's subsidiary, American Tag Co., Belleville, N.J. O.S. Tyson & Co. formerly handled Thatcher.

Story, Brooks Adds Two

The *Orlando Sentinel & Star* and the *St. Petersburg Times* have named Story, Brooks & Finley as their newspaper representative. Both dailies formerly were with Branham Co. The moves brought to 31 the total number of newspapers handled by Story, Brooks.

THE SUCCESS MAKERS

No promotion, product or line can succeed in the appliance-radio-tv-housewares field without the support of Dealers. Product-moving Dealers buy, read and rely on EM Week for basic business information.

ELECTRICAL MERCHANDISING WEEK

A McGraw-Hill Publication ABC-ABP • 330 West 42nd Street, New York 36

BOUGHT AND READ BY MORE APPLIANCE-RADIO-TV-HOUSEWARES DEALERS THAN ANY OTHER TRADE PUBLICATION.

Pepsi Stages Jaycee Promotion Right in Atlanta!

ATLANTA, June 27—Pepsi-Cola Co. invaded the enemy's lair last week. Pepsi sponsored a 90-minute telecast of the annual U. S. Junior Chamber of Commerce parade on WSB-TV, Atlanta.

The parade, a regular feature of the annual Jaycee convention, wound through the streets of downtown Atlanta, with Pepsi banners much in evidence.

Atlanta is the citadel of Coca-Cola Co. and traditionally one of Coke's strongest markets. Pepsi, however, has been making inroads. In 1950, Coke outsold Pepsi here 15-to-1; today, its lead is 4-to-1.

■ The Pepsi parent company picked up the tab for the WSB telecast; the local bottler provided supplementary support by sponsoring a two-hour radio coverage of the parade.

For the occasion, Pepsi brought to Atlanta the Miss Americas of 1959, 1960 and 1961—possibly the first time three consecutive Miss Americas have made a public appearance together.

The three girls—Mary Ann Mobley (1959), Linda Lee Mead (1960) and Nancy Anne Fleming (1961)—rode in the parade and

then appeared on the telecast. They closed the program by singing the new Pepsi song, to the tune of "Makin' Whoopee."

Batten, Barton, Durstine & Osborn handled the invasion for Pepsi. =

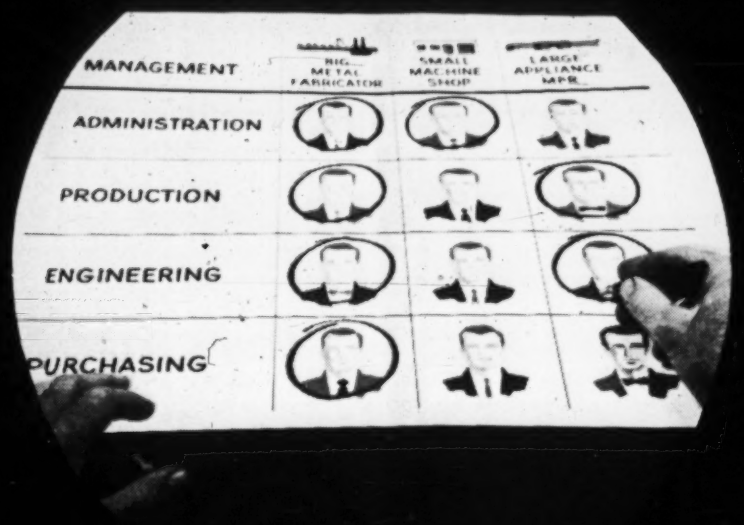
'Northwest Bakers News' Launched in Seattle

A new monthly publication, *Northwest Bakers News*, has been launched by Leo Livingston. The publication is in newsletter form and carries card advertising on newsletter pages and advertising inserts of full-page size. Circulation is in Washington, Oregon and Idaho. Mr. Livingston was Washington representative in advertising, circulation and editorial matter for *Western Baker* for 18 years. The Portland office of *Northwest Bakers News* is handled by Courtland Matthews, for 10 years with *Western Baker*.

The *News* has been named official publication of both the Washington and Oregon Retail Bakers Assns. Advertising office is at 3953 15th Ave. N.E., Seattle.

'Clipper' Appoints Reps

Clipper, a new magazine to be distributed to Pan American World Airways passengers (AA, June 26), has appointed its representatives: Murray Bernhard Associates, New York; Pirnie & Brown, Atlanta and Coral Gables; Didier & Broderick, Chicago; and Arden Roney & Associates, Los Angeles.



"Why the circles?"

"I'm trying to figure out who gets into buying my product."

"What's the problem?"

"I want men who manage metalworking—everywhere."

"So?"

"In a big metal plant, I need all management men. In a little machine shop, only the owner manages. In other industries, like appliances, mostly production, engineering, and purchasing people get into metalworking. How can I reach 'em all —different men, different businesses?"

"That's easy." "How?"

"The ones you want read the IRON AGE."

IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.

Instant Maxwell House TV Move Stirs Speculation on Station Break Strategy

(For news of other developments in the use of longer station breaks, see stories on Page 22.)

NEW YORK, June 28—The biggest cliff hanger in spot television involves the $4,200,000 Instant Maxwell House budget, which has been pulled out of the medium for the summer, and which has not been re-assigned for the fall.

A relaxation of spot tv for this product is not unusual in the summertime. Last year part of the heavy summer schedule of 10-second IDs was sold off to another General Foods line (Post cereals), as has been done in previous years.

The present suspense grows out of the fact that Lee Rich, senior vp in charge of media and programming at Benton & Bowles, already has indicated his worries about the future flexibility of prime time IDs within 40-second break periods.

■ The suspense continues despite Mr. Lee's earlier assurances that the summer move was "wholly an advertising and marketing decision and not a protest against the coming longer station breaks" (AA, June 26).

The agency's concern over the need for a new approach to the spot business was spelled out in an intra-agency memo recently (AA, June 12). Most agencies are convinced that stations and representatives quite understandably will prefer to set aside their choicest 40s for two 20-second spots.

Instant Maxwell House is the runaway leader in the market, with a 40% share; a second and third place are Nescafe and Instant Sanka, with about 15% between them.

■ Instant Maxwell House, which spends about $10,000,000 annually in advertising, will not be silent during the summer. Most of the warm weather dollars will be concentrated in network tv, with commercials for the brand continuing on "Rawhide" and the "Danny Thomas Show," both on CBS. There also will be some newspaper and magazine ads.

Observers in the industry note that spot tv has long been a key medium for high-flying Instant Maxwell House. They are willing to predict that such a successful marketing approach will not be abandoned, despite B&B's (1) unhappiness with the longer station breaks, (2) fears of increased triple spotting, and (3) reservations about the future flexibility of IDs. They think Maxwell House might be back in the fall with 20s that will equal the ratings and reach of the old schedule of 10s and 20s.

■ It is always possible that the agency could pull a surprise and switch to network minutes. These are very competitively priced, with minutes covering 150 markets available for $30,000 and sometimes less. A $4,200,000 plum will give B&B quite a bargaining wedge.

Benton & Bowles also places a sizable spot schedule of 20s and minutes for Yuban instant coffee. There are no present plans for a summer pullout on this budget. B&B does not have the same flexibility worries about 20s as it does about 10s.

WWJ-TV ANNOUNCES $900 40-SECOND RATE

DETROIT, June 29—WWJ-TV, Detroit, has announced a 40-second prime-time rate of $900, effective July 1. The rate also becomes the rate for 60-second announcements.

The rate for 20-second announcements remains at $700, the station said. Its "long-standing" policy against triple-spotting will be continued, it added.

Edwin K. Wheeler, general manager, said, "We have established this margin of increased value at approximately 30% in the belief that this is a fair and reasonable base." ≠

TEA-TIME TALK—*Sari-clad Miss Nestea, who will appear in tv and print ads soon for Nestle Co.'s Nestea, uses Far Eastern hand gestures to help convey the Nestea story.*

Tell Programming Shifts to FCC, Station Men Told

Cox Also Warns State Group About Possible Station Promotion Sins

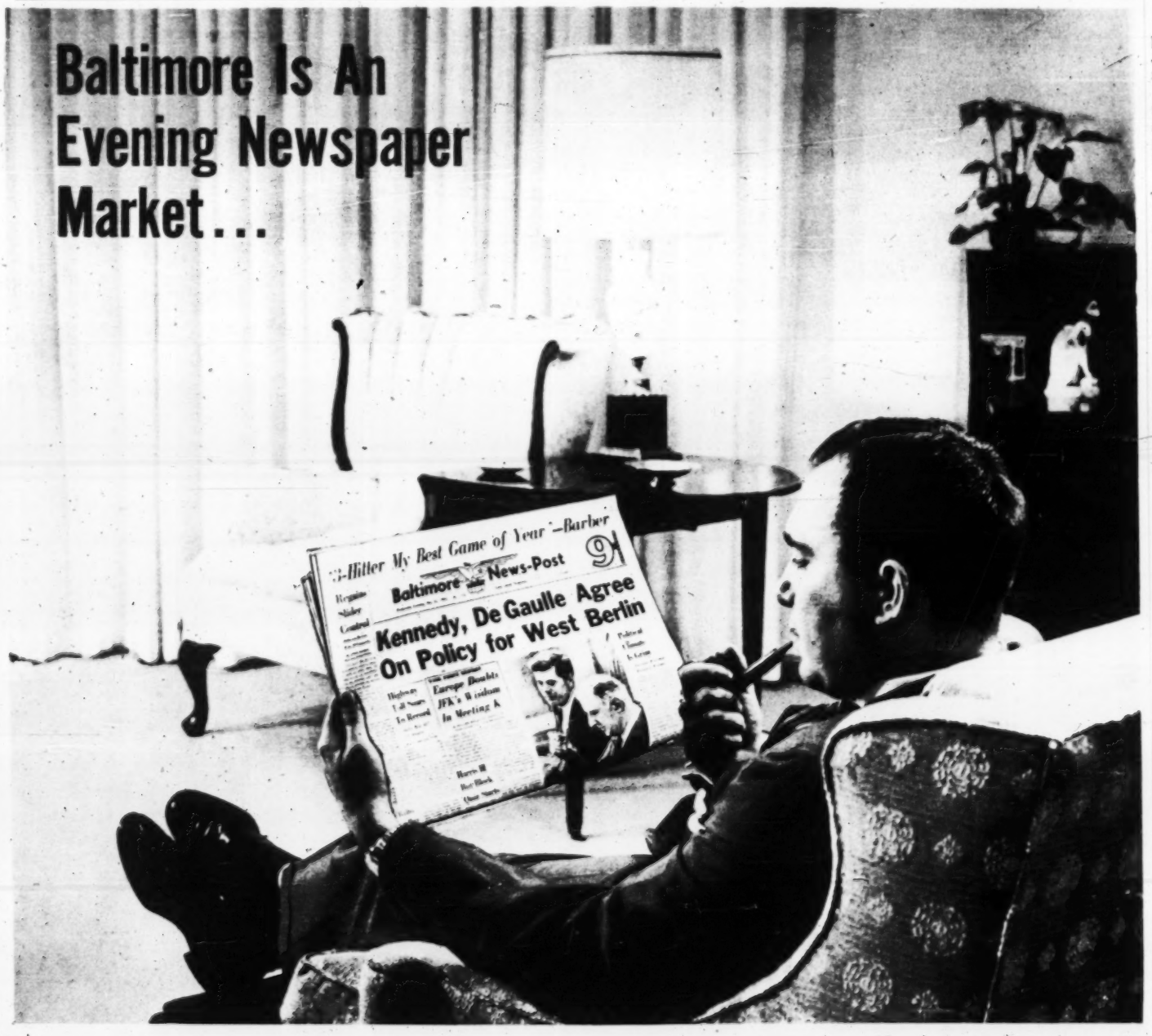
OCEAN CITY, MD., June 27—Maryland and District of Columbia broadcasters were invited last week to let the Federal Communications Commission know, among other things, if they change their musical format from rock n' roll to more soothing strains.

This was the word from Kenneth Cox, director of the broadcast bureau of FCC. He told a meeting of the Maryland-District of Columbia Broadcasters Assn. that it might be a good idea to inform the commission every six to nine months of any programming changes, either because of a change in policy or for competitive reasons, so FCC won't find a "sharp disparity" between intentions and reality when license renewal time comes around.

He said that if, for instance, one station increases its religious broadcasts, another station might decide it could still fulfill its public service requirements by cutting back somewhat on religious programs. Even so, FCC would like to hear about the change.

■ Mr. Cox also urged the broadcasters to keep a close eye on their station promotions. He cautioned against promotions aimed at merely "hypoing ratings," promotions that scare people or that might lead to rioting and promotions that seek to "control the results." ≠

Baltimore Is An Evening Newspaper Market...



and the evening News-Post Reaches More Households than any other Baltimore Daily Newspaper

According to a 1961 Study by Daniel Starch & Staff, of Total Household Coverage by Daily Newspapers in the Baltimore Standard Metropolitan Area, The News-Post rates highest with a 41.3%. The Second Newspaper gives only 38.9% coverage . . . while the Third Newspaper offers just 29.0%. The Second and Third Newspapers COMBINED give only 49.3% coverage. In short, The Baltimore News-Post is Maryland's Largest Daily Newspaper. For the latest FACTS on Baltimore Daily Newspaper Coverage—ask the H.A.S. Man.

The Baltimore News-Post

Represented Nationally by HEARST ADVERTISING SERVICE INC. • Offices in 15 Principal Cities

Open Doors
A newsletter of creative sales ideas

Here's a new monthly idea bulletin which will supply dozens of effective sales promotion ideas to help "open doors" for your salesmen.

FREE Send today for your free copy.
AMERICAN MARKETING SERVICES Inc.
610 Newbury St. • Boston 15, Mass.

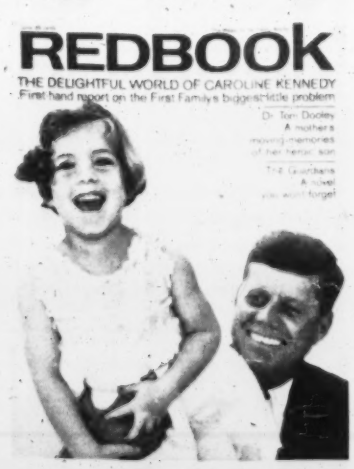
Small change...

...Big change!

Recently advertisers have been told that a magazine can increase the quality of its audience by boosting its price to readers. If true, Redbook's an exception. Ten years ago we changed our cover price to the current 35 cents—and nothing happened. Two years later we changed everything between the covers—and everything happened! The new Magazine for Young Adults began a circulation climb that hasn't stopped yet. And more important, the bigger Redbook gets, the more attractive its reader profile becomes.

If you're buying the young, growing families—the families just starting out and buying up everything—Redbook invites your comparisons.

The Magazine for Young Adults is building the most exciting audience in America... and attracting more advertisers every year. Make the big change to Redbook now.


REDBOOK
THE DELIGHTFUL WORLD OF CAROLINE KENNEDY
First hand report on the First Family's biggest little problem
Dr. Tom Dooley
A mother's moving memories of her heroic son
The Guardians
A novel you won't forget

MEDIAN AGE ALL FEMALE READERS			
Redbook	American Home	Good Housekeeping	Woman's Day
33.9	40.0	40.0	38.6
WOMEN READERS—% H. S. OR BETTER EDUCATION			
Redbook	American Home	Good Housekeeping	Woman's Day
92.7%	84.8%	88.2%	85.7%
% WOMEN READERS, AGE 18-34			
Redbook	American Home	Good Housekeeping	Woman's Day
47.3%	31.8%	33.4%	33.3%
5 YRS. COMPARISON OF ADVERTISING LINAGE GAINS			
Redbook	American Home	Good Housekeeping	Woman's Day
+60.4%	−44.9%	−21.3%	−29.8%

SOURCES: P. I. B. 1961 STARCH C.M.R.

Redbook, the Magazine for Young Adults. Circulation base —3,450,000. Another exciting publication of the McCall Corporation, 230 Park Avenue, New York 17, New York—and Chicago, Los Angeles, San Francisco, Boston.

In the Wake of House Committee Rule . . .

Ban on Ad Costs in Defense Contracts Called Indirect Attack on Advertising

Publishers, Admen Say Both Consumer, Business Publications Will Suffer

NEW YORK, June 28—Some top publications are sweating it out this week in the wake of the House appropriations committee action that banned advertising costs from defense contracts (*AA, June 26; also, see editorial on Page 16*):

The committee last week amended the Defense Department's money bill to specify that none of the funds "shall be available for paying the cost of advertising by any defense contractor and such costs shall not be considered a part of any defense contract." The action will now be considered by the full House.

Fears have been roused that some leading publications, both business and consumer, will feel the pinch. It is also rumored that a ban on recruitment advertising will hurt the *New York Times* in particular if such ads are ruled out as legitimate expense in defense contracts.

Reaction among top publishers and advertising people ran the gamut of off-the-record scorn. "It's ridiculous," said one. "It's for the birds," said another. The most common reaction was that "the whole flavor of the action smacks of just another indirect attack on advertising."

■ Coincidentally, *Scientific American* touched off some speculation about where the pinch will be felt by announcing a new page rate effective January, 1962. However, the magazine asserted there is no connection with the defense ad business. "The new guarantee demonstrates natural growth," said Gerard Piel, publisher. The b&w page rate will be hiked from $3,300 to $3,600 to reflect the raising of the net paid circulation from 275,000 to 300,000.

McGraw-Hill Publishing Co. declined to comment on the ruling. Two of its publications, *Electronics* and *Control Engineering*, figured on the list of publications "approved" for Navy contractors, but others, such as *Aviation Week*, *Business Week* and *Nucleonics*, were conspicuously absent.

■ Robert E. Ahrensdorf, publisher of Hayden's *Electronic Design*, (also on the "approved" list), said a number of publications definitely will feel the pinch under the action. However, there is little defense-contract advertising "in papers like our own." He feels there is more in publications such as *Aviation Week*, *Business Week*, *Electronic News*, *Missiles & Rockets* (which "had some"), *Newsweek*, *Scientific American*, the *Wall Street Journal*, *Time* and *U.S. News & World Report*. In addition, some of the so-called service journals carry such advertising, mainly because some defense contractors feel they can influence people at the procurement agencies, he said.

Mr. Ahrensdorf said his publication's coverage is a specific one. Companies advertise in it in order to sell a product or service, and rarely advertise their contracting capabilities. The latter type of ad is more "in the nature of blue sky advertising." However, "we have a specific story and our advertisers have a specific mission."

■ Mr. Ahrensdorf pointed up a "hazard" in the change, in that "any pressure against our industry" is dangerous. It is likely, he added, that the attacks were made by people who are misinformed, misguided and jumping to conclusions. He conceded that there may have been abuses in the use of defense-contract advertising in the past, but said that these probably had been exaggerated.

Defending the use of advertising by defense contractors, he said that it is a legitimate practice for a company devoting its full time to such work. It is also something to which a company deprived of its ordinary markets (through serving the government) is entitled. They have to protect their market through the medium of appropriate advertising.

■ At Conover-Mast Publications, whose new *International Science & Technology* will bow next January, Louis J. Perrottet, vp, said, "I don't think this ruling will put us out of business."

He quipped that though Conover-Mast's *Electro-Technology* does not figure in the short list of publications approved for use by Navy contractors, "it ought to be."

The amendment might work several ways, he said. If a bill is put through exempting technical publications and prohibiting the corporate ad category, this "could redound to the benefit of technical publications." Mr. Perrottet said that Rear Adm. Hyman Rickover (who had led the no-advertising fight) himself sees the need for technical advertising.

"The thing they're shooting for is corporate advertising, and, as so often happens in such cases, they may end up by hitting something else. It is a dangerous trend to limit advertising because it will undermine and undercut the value of advertising," he said.

He felt the real problem would be how to classify the type of advertising allowable as a defense contract expense. This would be a tough job to administer. "This seems to me a repetition of what was kicked around in the late stages of World War II."

■ A spokesman for one company said the committee change is a ridiculous proposal and extremely unfair. He conceded that there is no question that there is some legitimate reason for clamping down on loopholes in the system.

His company is not a party to "abuses" in this field, he added. "We don't suggest to an advertiser that he break the spirit of the law, and we don't encourage it."

Of Adm. Rickover's suggestion that some advertising revealed secrets to the enemy, he said, "That is for the birds." Defense contractors have to have their ads checked "upside down and backwards" by the authorities, and they could not be more wary if they tried.

■ The legal expert of a top publishing house in the field said it would take a "terrific study" to determine to what degree advertising costs are written into defense costs. It is easier to see how the change might affect newspapers which take help-wanted ads.

"How do we know what concerns place advertising and get it allowed? We can't tell. It's purely between them and the government auditors," he said.

Current practice recognizes that certain types of magazines are important to the industry, he said. The dissemination of technical information in industry helps the defense contractor. It also helps contractors to maintain contact with their regular customers while devoting much of their facilities to defense.

However, there is a greater question than the mere amount of money involved, he added. "Reading the proceedings, one can't help recognizing an important fact, that there is some anti-advertising feeling in the committee. The whole flavor of the rule smacks of just another indirect attack on advertising."

■ The Assn. of Industrial Advertisers said some industrial agency men fear the move will hurt defense contractors with no civilian products. They feel recruitment ad costs are a definite cost of doing business. "They claim they can't get people unless the company is a glamor company, or has some standing. Their rationale is that they have to be known on Wall St. and at government levels."

At the Advertising Federation of America, Prof. George T. Clark, director of AFA's bureau of education and research, said he hesitates to put any okay on any blanket condemnation of advertising such as this. The action opens the door for additional regulation. It also presents the thesis that advertising is not needed to promote defense, he said.

HEY, MAC—*Kraft Foods Co., Chicago, will use this four-color ad in four consecutive issues of Holiday, starting in August, to offer a gift of MacLaren's Imperial cheddar cheese to persons named Mac Laren, MacLaren or McLaren. J. Walter Thompson is the agency.*

DEFENSE AD BAN HIT BY PUBLISHING GROUPS

WASHINGTON, June 29—Associated Business Publications today voiced "emphatic disagreement" with the embargo on advertising included in the defense appropriation bill which passed the House this week.

"At the same time," William K. Beard, president of ABP, said, "I suppose we must all recognize that there have been some abuses in the type of advertising carried by some advertisers in some publications. But whatever abuses there may have been have brought forth a proposed remedy not in keeping with the condition sought to be corrected."

Mr. Beard stressed that no representatives of the press, of contractors or of the advertising industry were given the privilege of a hearing by the House appropriations subcommittee.

■ Meeting in Washington today, the Commerce Department's advertising advisory committee agreed to file a paper on how the restrictions against defense advertising could affect the industry. The department then may adopt the position of the committee. =

Sherwood Moves

Sherwood Agency has moved to 115 E. 30th St., New York.

Attack on Anti-Ad Rider to Defense Spending Bill Will Be Made in Senate

(Continued from Page 3)

A source at the Defense Department told ADVERTISING AGE that "we didn't initiate" the advertising proviso. He said Adm. Rickover, "who knows everything," made the suggestion at defense hearings, "and somebody wrote it down."

The source added that the department is "looking into whether the cost of technical advertising justifies what we're getting out of it," but added that so far the study is inconclusive. "If I were a part of the study," he said, "I'd say, 'Let's wait and see what happens to the bill before we do any more work on it.' "

■ In the course of the House hearings, brief mention was made of the advertising proviso. Rep. Robert Sikes (D., Fla.), Rep. Melvin R. Laird (R., Wis.) and Rep. Jack Westland (R., Wash.) all supported the provision limiting defense advertising, but for different reasons.

• Rep. Sikes, one of the principal authors of the anti-advertising section and the second-ranking Democrat on the House defense subcommittee, said, "We see no reason why advertising on items which are acquired solely by government should have advertising costs added to costs of production."

Rep. Sikes said the proviso is intended to stop "needless" advertising, which he defined as ads "which extoll a company's product, of which the government is the sole purchaser." This category includes submarines, missiles, warships, space suits, tanks "and other weapons or equipment for which there is no market in private industry."

Where all sales are to the government, he said, "there is no legitimate reason to advertise the products to the general public. There is less reason to add the costs of advertising to the costs of defense contracts and charge them to the taxpayers. This is policy advertising which contributes nothing to defense and returns nothing to the people."

Rep. Sikes said such advertising "benefits only the reputation of the advertiser and the pocketbook of the publisher."

He estimated the cost of defense advertising to be "as much as $10,000,000 and not less than $5,000,000 annually."

• Rep. Westland said Adm. Rickover had told him that the Soviets gained access to plans of U.S. heat exchangers through an ad in one of the technical magazines.

"One way of stopping this easy access to our secrets is to have this piece of legislation in the appropriation bill," Rep. Westland said.

• In off-the-record discussion during defense hearings, Rep. Laird charged, it was revealed, "that secret after secret was given away through advertisements by manufacturers of various parts and components of defense vehicles and defense program items."

■ The defense bill's proviso on advertising specifies that none of the funds "shall be available for paying the cost of advertising by any defense contractor, and such costs shall not be considered a part of any defense contract cost." =

U.S. Seeks Bids for $100,000 NASA Account

Agencies with Offices in Washington to 'Have Definite Advantage'

WASHINGTON, June 27—The National Aeronautics & Space Administration has invited nine agencies to compete for its recruitment advertising campaign.

NASA said an estimated $90,000 to $130,000 will be spent for the recruitment of competent professional and scientific personnel required for its accelerated space program.

The move came on the heels of action by the appropriations committee of the House of Representatives, which voted a Defense Department bill rider denying funds to pay costs of advertising by defense contractors (AA, June 26).

■ The agency said that about 90% of its advertising usually goes into commissionable media. But it added that since day-to-day liaison is required—and is not reimbursable—agencies with Washington offices "will unquestionably have a definite advantage over those agencies outside the area." Proposals are due by July 10.

Agencies invited are M. Belmont Ver Standig Inc., Washington; Emery Advertising Corp., Baltimore; Keelor & Stites Co., Cincinnati; Larrabee Associates, Washington; Robert M. Muller, Washington; S. G. Stackig Inc., Washington; Ketchum, MacLeod & Grove, Washington; Deutsch & Shey, New York; and John Patrick Stars Advertising Agency, New York.

The account has been with the Stackig agency for the past six months; before that it was with Ver Standig. =

Addressograph-Multigraph Names Weston Ad Head

Addressograph - Multigraph Corp., Cleveland, has appointed Charles A. Weston advertising manager.

Charles A. Weston

Mr. Weston, who has been sales promotion manager since May, 1960, also retains his former responsibility for sales promotional material. He joined the company in 1945 as a customer relations representative.

'Golf Digest' Adds O'Kane

Dick O'Kane, formerly copy coordinator of Creamer, Trowbridge & Case, Providence, R.I., has joined *Golf Digest*, New York, as a promotion writer.

Stout Agency Becomes Trenkle

C. R. Stout Advertising, Detroit, has changed its name to J. F. Trenkle Advertising, taking the name of the corporation president. Formed 15 years ago, the Stout agency incorporated in January, 1960, and Mr. Trenkle became one of the principal stockholders. Other officers are Peter Bellanca, treasurer, and George M. Davidson, secretary.

Wilk Names Emilson, Gumm

Richard C. Emilson, formerly an account executive of Harry C. Phibbs Advertising Co., Chicago, has joined Arthur E. Wilk Advertising, Chicago, as an account executive. Wilk also has promoted Jeanne R. Gumm from production manager to media director.

fiber optics

fiber optics

fiber optics

. . . engineers read about it first, in Electronic News

Without the slightest hesitance, the turbaned and bearded Dr. Narinder S. Kapany

stated that nearly all electronics manufacturers will be engaged in some form of fiber optics activity within two years.

As bundles of tiny light pipes, optical fibers help make the invisible visible . . . and recorded. They can peer into intestines, look sideways at the sky, measure liquid density and electron speed, improve computer and television read-out, perform an infinite variety of tasks in medical, space and industrial electronics.

Narinder Kapany speaks boldly but knowingly. Native of India, graduate of London's Imperial College, president and director, of research for a California firm, he is considered the founder of the field of fiber optics.

His eight full columns of technical discussion and terse diagrams stimulated intense interest among electronics engineers . . . who read it first, in the pages of Electronic News.

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Electronic News

THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION

Vol. 1 Whole No. 187 ★★★ TEN CENTS

$273 Million | Low Priority for Canal Zone | More Liberal Poli...

Ayer Folk Visit Chrysler-Plymouth's New Boss as Consolidation Continues

(Continued from Page 1)

Chrysler Corp.

The consolidation, plus the subsequent appointments of various people to new posts, led to a good deal of speculation as to whether or not there would be any changes on the agency front.

■ N. W. Ayer presently is knee-deep in preparation of the 1962 Plymouth and Valiant ad campaigns, and Y&R likewise is buried in the '62 program for Chrysler and Imperial.

It should be pointed out, however, that Chrysler Corp. made a major agency shuffle last summer while the agencies were involved in new model preparations. When Plymouth, De Soto and Valiant were merged into a single division, the entire account was given to Ayer, taking De Soto and Valiant away from Batten, Barton, Durstine & Osborn and moving Dodge car and truck from Grant Advertising to BBDO. The timing did not prevent Chrysler from making the change at that time.

The corporation merged the field sales forces of the Plymouth division and the Chrysler-Imperial division last winter. At the time Chrysler said the merger would go no further, but insiders agreed that the field force was just the first step. Last week's merger bears out this belief. The reason for the February action was economy and efficiency of operation, since virtually all Chrysler dealers also handle Plymouth.

When the field sales forces were united, some 250 jobs were eliminated. Presumably, more economies of this type will be realized now that the divisions have been completely joined. Although, as one employe remarked, "There's hardly enough left to do the work as it is."

■ The Plymouth side of the division now has a director of advertising, a manager of advertising, a media manager and a media budget manager. There also is a director of sales promotion, with six men under him.

The Chrysler-Imperial side also has a director of advertising, plus an advertising administration manager, a supervisor of dealer advertising and a supervisor of product advertising. The sales promotion end has a director, a manager and five other men. #

$:30 OFF..
on the STYLIST-MATIC Machine by SINGER. First nationally adver-
tised sale on the famous machine that outsews them all. Hundreds
of fancy stitches, darning, buttons, buttonholing—smooth straight
stitching, too. Hurry
P.S.
at SINGER SEWING CENTERS

SEW SEW—*Singer Sewing Machine Co., New York, will run this ad on July 9 in the Chicago Sunday Tribune Magazine and rotogravure sections of the New York News and the Philadelphia Inquirer. Young & Rubicam is the agency.*

Foster Gets $300,000 Slice of Outboard Marine in Canada

PETERBOROUGH, ONT., June 29—Outboard Marine Corp. of Canada, whose account has been billing about $500,000 a year, has moved part of its business from Ardiel Advertising Agency, Toronto, to Foster Advertising, Toronto.

Foster has been awarded the accounts of Johnson outboards and Lawnboy garden products (including Snowboy snow removal units), a slice of business roughly estimated to bill $300,000 a year.

Ardiel, which has directed the whole Outboard Marine account here for many years, retains the accounts of Evinrude and Gale outboard motors, believed to bill about $200,000.

■ In addition to the billing formerly at Ardiel, Foster has acquired Outboard Marine's two new lines—inboard-outboard motors and boats—which will be on the market next spring.

What this piece of business entails in terms of billings is not known, but an educated guess puts it at a minimum of $100,000 a year.

Pioneer Chain Saws Ltd., a subsidiary of Outboard Marine, which exports 33% of its Canadian-made outboard motors, will continue to place its advertising through Cockfield; Brown & Co., Toronto. #

Ad Academy Elects Warner

Daniel S. Warner, head of the advertising department of the University of Washington's school of communications, has been elected dean of the American Academy of Advertising. Also elected were R. H. Ray, Florida State University, associate dean; E. J. McGee, Babson Institute, registrar; and G. T. Clarke, New York University, bursar.

Metal Company Names Two

Gene Kramer and Steve Demarest, both formerly of Bradley Lane Advertising Agency, Denver, have been named to staff a new promotion and communications department of Rocky Mountain Metal Products Co., Denver. Mr. Kramer was art director and Mr. Demarest was an account executive and radio-tv director of Lane.

'Puck' Sales Force Merged with Hearst Advertising Service

NEW YORK, June 29—Sales activities of *Puck—The Comic Weekly* are being merged into Hearst Advertising Service, which will handle *Puck* from now on. One source said the move, involving sales, research, merchandising and promotion, would save *Puck* about $500,000 annually. The weekly buys its editorial material from King Features.

On the personnel front, *Puck* announced the resignation of its general manager, J. Hugh E. Davis, who joined *Puck* in 1956. Mr. Davis has not revealed his plans.

Hearst Advertising Service moved Richard D. Markuson up from salesman to general sales manager of *Puck*. Mr. Markuson is the son of G. O. Markuson, exec vp and treasurer of Hearst Corp. It also named Nicholas Zill, formerly with *Puck*, as research director.

It was also understood that Jerry Adams, *Puck* western ad manager in San Francisco, would remain with the organization. #

'Parents'' Boosts Guarantee, Rates

NEW YORK, June 29—*Parents' Magazine* this week announced a new circulation guarantee of 1,875,000, and a new page rate of $9,725, effective with the January issue. Present page rate is $9,170 with 1,841,000 circulation.

Parents' boosted its newsstand copy price from 40¢ to 50¢ with the July issue. The magazine celebrates its 35th anniversary with the October issue.

Publisher George J. Hecht cited an increase in advertising volume for the August issue, which carries 52 pages of ads and some $543,000 in revenue. #

Armour Names Shaw-Hagues

Armour Pharmaceutical Co., Chicago, has appointed Shaw-Hagues, Chicago, to handle advertising and sales promotion for Listica, a new drug for the relief of anxiety and tension. Jordan, Sieber & Corbett handles the rest of the company's ethical drug advertising in the U.S.

'Herald Tribune' to Papert, Koenig, Lois From Donahue & Coe

NEW YORK, June 28—The *New York Herald Tribune* has given its advertising account, estimated at $600,000, to Papert, Koenig, Lois, effective immediately. The account was formerly with Donahue & Coe.

Julian Koenig, president, said that his shop made no presentation, but "merely read the *Herald Tribune* and discussed what we had done before, but made no comments on the newspaper's previous advertising."

■ He said the campaign to be developed by Papert, Koenig had not yet been determined, but would be "germane to the new *Herald Tribune*."

Richard S. Sheldon, assistant business manager of the *Herald Tribune*, said, "It should appear evident to even the casual reader that the *New York Herald Tribune* is changing. We feel that with changes in mind, we need to make certain breaks with the past. With reference to an agency, we selected a company which also is new and vital and will increase our own effort to revitalize."

The daily has come out with several format changes, including extensive use of big photos and wide type-line treatment on its front page, since March. That month, John Denson, editor of *Newsweek* since 1953, was appointed editor of the *Herald Tribune* (AA, March 6).

The new business was estimated to put Papert, Koenig's total billings at around $9,500,000. #

Renault Northern to Kraft

Renault Northern California Inc., San Francisco, distributor of Renault autos in eight northwestern states, has moved its account to Kraft, Smith & Ehrig, Seattle, from Needham, Louis & Brorby, Renault's national agency, which also handles the Southern California Renault distributorship.

Timken Promotes Fellows

John H. Fellows, sales promotion manager of college relations of Timken Roller Bearing Co., Canton, O., has been named advertising manager. Mr. Fellows succeeds Norman H. Peterson, who has been named assistant to the president of the company.

Woodcrafters Names Porter

Modern Woodcrafters, Portland, Ore., manufacturer of kitchen cabinets, has named Porter Advertising Agency, Portland, to handle its marketing and public relations program. Porter has also moved to larger quarters at 530 Builders Exchange Bldg.

Canadian Action on Report Seen Year Away; Postage Hiked

TORONTO, June 29—The Assn. of Canadian Advertisers still has made no comment on the highly controversial report of the Royal Commission on Publications (AA, June 19).

ADVERTISING AGE was informed last week that ACA intended to issue a statement today, but it is now believed that ACA will issue a carefully-couched statement on the recommendations of the report some time toward the end of next week.

Meanwhile, influential Canadian advertising men still are reluctant to comment openly on the report. A number of them feel, however, that the main recommendations of the report, if implemented by government, probably are at least a year away, since the federal government has just brought down its budget.

They point out that in all likelihood, "no terribly severe measures" will be enforced until the next budget, if indeed they will be implemented.

■ However, yesterday in Ottawa the federal government approved an increase in the postal rate on U. S. periodicals mailed in Canada—one of the recommendations of the report.

Beginning Aug. 1, existing charges ranging from 1.75¢ to 3¢ a lb. will be increased to 5¢ a lb.

CANADA REPORT SHOWS WHERE MONEY GOES

NEW YORK, June 28—Canada's report of the Royal Commission on Publications provided publishers and other interested spectators with a wealth of figures and charts, including several which compare fiscal activities of some U. S. and Canadian magazines.

■ Besides the controversy over what constitutes a "Canadian publication," much of the argument over the role of the Canadian editions of U.S. magazines has swirled around how much of an editorial contribution is made by U.S. magazines. U.S. magazine publishers were inclined to say that Canadian publishers lacked spark and aggressiveness.

An analysis drawn from the royal commission report is the contrast between Maclean-Hunter (which carried 46% of Canadian magazine advertising) and *Reader's Digest* and *Time* Canadian combined (which carried 41%). The analysis shows a heavier percentage of editorial costs for Maclean-Hunter, as well as an unusual circulation promotion expense, which the commission remarked, and a higher percentage of advertising sales and promotion for the two U. S. publishers.

Col. Chevalier, 75, Former Exec VP of McGraw-Hill, Dies

NEW YORK, June 30—Willard Chevalier, 75, former exec vp and director of McGraw-Hill Publishing Co., who had been ill for some time, died yesterday in his room at the University Club.

Willard Chevalier

Col. Chevalier, who also was a former publisher of *Business Week*, resigned from the board earlier this year. Col. Chevalier served overseas with the AEF in World War I.

He joined the company in 1922 as associate editor of *Engineering News-Record*. He later became publisher of that magazine and *Construction Methods* (now *Construction Methods & Equipment*), *Coal Age*, *Engineering & Mining Journal* and *Business Week*.

■ Col. Chevalier was named a director in 1934. In 1945, he was named executive assistant to the president, in 1950 exec vp, and from 1955 to 1957 served as vp and executive assistant to the president.

Other McGraw-Hill posts which he had held were: President of McGraw-Hill International Corp., 1950-'55; and director of McGraw-Hill Book Co., McGraw-Hill Co. of Canada, McGraw-Hill Publishing Co. (London), and Newton Falls Paper Mill. #

WNTA-TV Sold, Will Be New York's First Educational Channel

NEW YORK, June 30—National Telefilm Associates sold WNTA-TV for $6,200,000 today to a group of private citizens who will operate the station as the first non-commercial educational tv outlet in the New York area.

The private group, Educational Television for Metropolitan Area, which includes John D. Rockefeller III and other prominent citizens, was organized four months ago to bid for the station. It will operate the station on a non-profit basis.

ABC-TV, CBS-TV and NBC-TV have agreed to contribute $500,000 each toward the purchase price. Independent New York stations WNEW-TV and WOR-TV will donate $250,000 each.

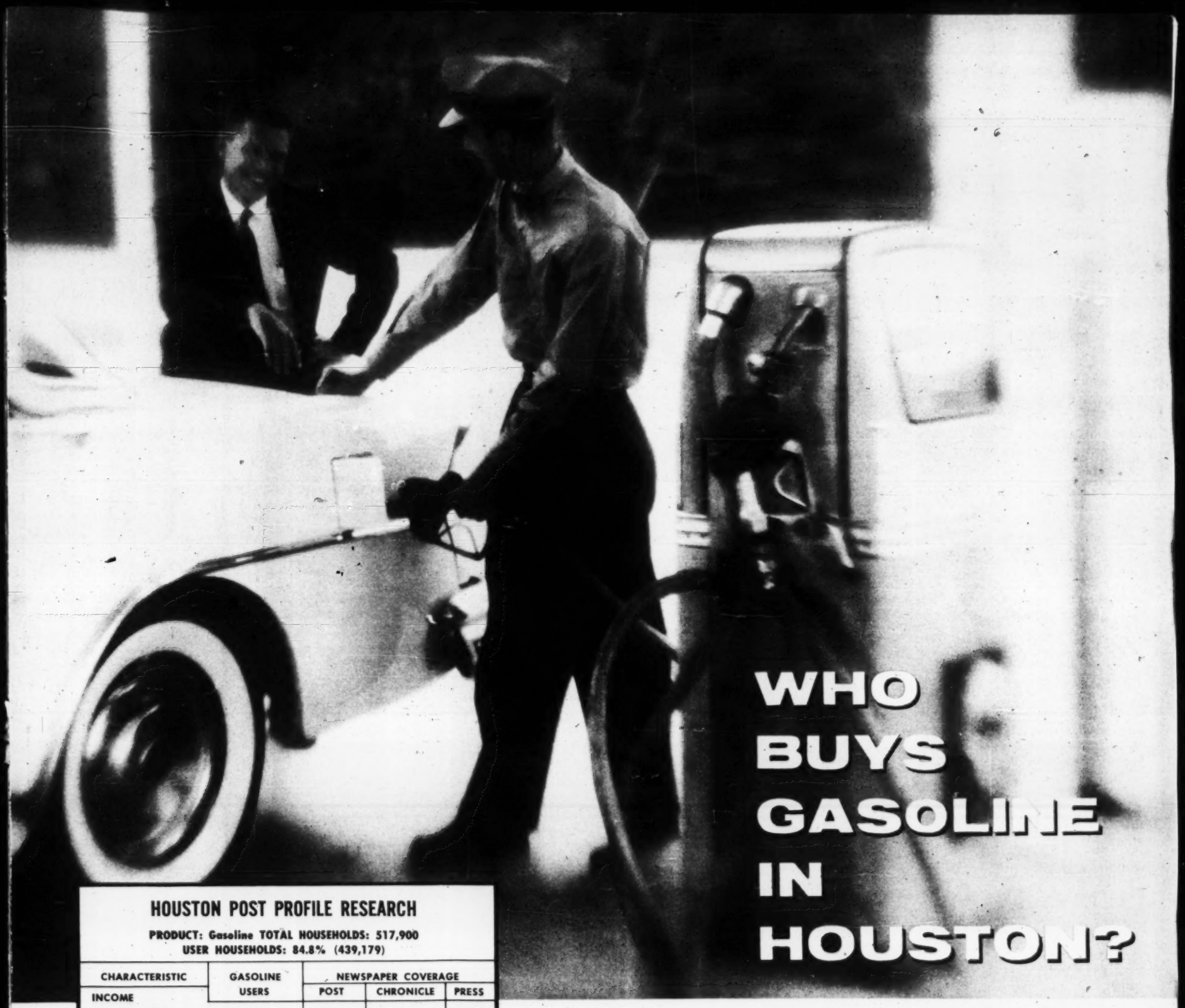
With confirmation of the sale, Ted Cott resigned as vp in charge of NTA's broadcasting division, which includes WNTA and WNTA-TV. He was also vp of NTA Productions. #

Media Balance Sheets

Maclean-Hunter vs. Reader's Digest-Time Canadian

Total 5 Years, 1955-'59

	Maclean-Hunter $	Maclean-Hunter %	Reader's Digest-Time $	Reader's Digest-Time %
Net advertising	31,788,046	77.0	31,187,003	68.3
Circulation				
Subscription	8,735,155	21.2	11,622,204	25.4
Single copy	751,300	1.8	2,886,482	6.3
Total circulation	9,486,455	23.0	14,508,686	31.7
Total Revenue	41,274,501	100.0	45,695,689	100.0
Expenses				
Prod. & Distrib.	17,323,651	42.0	17,049,756	37.3
Ad, Sales & Prom.	4,559,577	11.0	6,402,292	14.0
Circ. Prom.	11,381,424	27.6	5 895 819	12.9
Circ. Fulflmnf.	1,789,274	4.3	2,615,568	5.7
Editorial	4,325,245	10.5	2,283,202	5.0
Admin. & Sundry	2,969,268	7.2	3,310,749	7.3
Total Expense	42,348,439	102.6	37,557,386	82.2
Profit (Loss)	(1,073,938)	(2.6)	8,138,303	17.8
Excise Tax on Advertising			1,570,602	3.4
Profit before Income Tax			6,567,701	14.4



WHO BUYS GASOLINE IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: Gasoline TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 84.8% (439,179)

CHARACTERISTIC	GASOLINE USERS	NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	52.0%	21%	23%	14%
$3000—$4999	85.5	32	34	19
$5000—$6999	96.4	45	39	22
$7000 or more	99.4	59	47	17
AGE (Head of Household)				
Less than 35	90.2%	37%	36%	14%
35 to 50	90.2	39	34	20
50 or more	73.6	36	37	20
FAMILY SIZE				
1 or 2	73.9%	36%	36%	17%
3 or 4	91.1	41	37	20
5 or more	87.0	35	33	18
OCCUPATION				
White Collar	94.5%	49%	42%	20%
Blue Collar, Skilled	93.2	35	35	22
Unskilled & Farm	65.8	28	27	9
Other	60.7	32	31	17

Sources: —Sales Management Survey of Buying Power, May 10, 1961
Dan E. Clark & Associates Top Ten Brands, March-June, 1960

Nearly 85% of the 517,900 families who make up the Houston market own one or more automobiles . . . and to people who pump petroleum, that's a tankful of trade.

But even to the giants of the gasoline and oil industries, tankcar-size numbers are only the beginning of a marketing story.

The real core of a marketing story comes when you drill in depth and find the distinguishing characteristics of a market as it relates to a particular product and brand.

And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells petroleum producers that gasoline buyers in the Houston market tend to be better customers as income increases. It shows that middle and younger age groups are also better customers as are medium-size families and white collar workers.

It also tells gasoline marketers that the very same characteristics which apply to heavy gasoline users apply to readers of THE HOUSTON POST.

Whether you're selling gasoline or garden supplies, facial cream or floor wax, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product and brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER, DAILY AND SUNDAY

1. ABC-TV 2.

This is the order, according to 3 networks finished—rating-counts most.* Namely, in the Viewer can look at all 3—and advertisers a most happy...

NET Y 3. NET Z

the latest Nielsen, in which the and audience-wise—where it competitive markets where the does—with what is for ABC-TV trending.

*Source: Nielsen 24 Market TV Reports, average audience, week ending June 11, 1961. All commercial programs originating between 6 and 11 PM.

The Editorial Viewpoint . . .

Advertising by Defense Contractors

Admiral Rickover and the House appropriations committee are equally indignant, apparently, over the fact that defense contractors have been permitted to charge some of their advertising as costs in negotiated contracts with the Department of Defense.

As this is written, the House appropriations committee has accepted Admiral Rickover's suggestion that no funds be voted "to pay any part of a negotiated contract price which is attributable to actual or estimated advertising costs of contractors."

A good many people, at first blush, will share the admiral's notion that there is not much reason why the Defense Department should help pay the cost of advertising missiles or atomic submarines to the general public. But perhaps it would be well to have it clearly understood that this is not now the case.

As Assistant Defense Secretary Thomas D. Morris pointed out, existing rules disallow advertising as a cost factor, except for a "properly allocable portion of (1) help wanted advertising; (2) advertising for the exclusive purpose of obtaining scarce materials; and (3) advertising in trade and technical journals within certain prescribed limits." Contractors who run institutional ads in newspapers or general magazines are spending their own money, he pointed out.

There may have been some abuses of the defense contractor cost-of-advertising allowance, and if there have been, we believe that they should be prevented, just as all other wasteful procurement practices should be prevented.

But our principal concern here at this point is two-fold:

First, that advertising not be smeared with abuse for something it has not done. That is, that everyone understand that the advertising of defense contractors which most people see is not something special paid for by the government, but that it is in fact a business expenditure decided upon by the contractor on his own initiative and coming out of his own pocket.

Second, that defense contractors who need advertising and ought to use it consistently not be allowed to use the recent House hearings, and the possible adoption of an "advertising ban" as a convenient excuse for cutting out their advertising.

Whether allowed as a matter of cost in negotiated defense contracts or not, a good many defense contractors had better be advertising consistently and appropriating their own funds to do so, if they want to insure reasonably long and happy lives for their ventures.

A Merchandising Lesson

Most domestic airlines still enforce a policy of making passengers "reconfirm" their reservations. We recently neglected to do so and thereby subjected ourselves to the cruel and unusual punishment of "standing by" without assurance of getting on a flight for which we had prudently bought a ticket several weeks previously.

We have always been resentful of the fact that we had to keep on reassuring our airline that we intended to ride on it, even though we had purchased a ticket, but our recent experience (the second of its kind in 20 years, if you are thinking we deserve our fate) has left us pretty bitter about the whole thing.

So naturally, we're a sucker for Eastern Air Lines' new shuttle service between New York and Washington, and New York and Boston. Eastern not only does not ask its passengers on these flights to reconfirm; it does not ask them to make a reservation at all. They simply show up in time to catch the plane, are guaranteed passage, and handle the details of payment while the plane is en route.

And as a mild exercise in merchandising savvy, we ask you, dear reader: Which system is the more likely to survive?

A Couple of Salutes

There were two items in the news last week which deserve special salutes.

One of them concerned the formation of Advertising Review Counsel in New York. What is noteworthy about this new organization, which hopes to act as a review board for small and medium size agencies, is that it is composed of advertising veterans of considerable stature, who have been retired from their jobs, but who still have a tremendous store of knowledge, experience and judgment to bring to the solution of marketing and advertising problems.

The idea of gathering together in a group is a good one. We are sure they can be of real service to the field, just as we are sure they can get a great deal of satisfaction out of their new association.

The other news item which calls for a salute reported that Amalgamated Lithographers of America will be asked to approve an advertising budget of perhaps as much as $1,000,000 at its annual meeting in September.

The promotion budget will go to promote wider use of lithography, and will extend a drive which has been under way for some time.

What makes the action worthy of a salute is that the group is a union of lithographic workers, not an association of owners.

Gladys the beautiful receptionist

—Burt Kaufman, Boston, Mass.

"He launched that full-page newspaper campaign right after he broke his leg and had to watch TV all day."

What They're Saying . . .

Non-adism Revisited

Breathes there a soul in ethical advertising who during the last year hasn't had his finger in the making of a non-ad? Maybe you don't know it by name, but you know one when you see it.

The non-ad has always been with us, but only recently in such degree. The non-ad is marked by vagueness and accented by excess: Too much design, too many headlines (quick, fill that white space), too much copy, too many points—in short, a non-ad doesn't know what it's trying to say. It tries to tell everything, so it tells nothing.

There are several reasons for the epidemic and not all of them as valid as we like to think. The first culprit on the current list is the FDA's widely published, but poorly interpreted demands for full disclosure. Now nobody can ignore this—it's law—but we *can* learn to live sanely with full disclosure. (Look ma, a kind word for the FDA.)

The second reason for the rise of non-adism is the popular belief that our primary purpose is to educate the doctor, not sell him. Of course ethical advertising educates; this is deep rooted in the nature of the pharmaceutical business. But have you ever known a doctor who couldn't differentiate between service material and the commercial? . . .

The non-ad also flourishes because of the resistant organism that has always plagued advertising: Too many cooks, the fact that everybody is an advertising expert, that everybody has his own ideas of what should appear in an ad . . .

—From "The Ethical Advertiser," published by Donald F. Fitzsimmons Inc., New York.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

T. S. Petersen, president of Standard Oil of California, the *Chronicle* reports, started out as a service station salesman.

And that's a lot different from a service station attendant.

•

"British agencies higher in profit margins, lower in salaries," reports the world's greatest advertising journal.

Cause and effect?

•

The first baseman of the pennant contending Detroit Tigers baseball team has convinced the fans that there's nothing quite so reassuring as plenty of Cash.

•

"Money isn't everything," remarks the *Ladies' Home Journal*.

True, true, but it makes a nice addition to whatever you may already have.

•

Look, which is offering white ink as a fifth color, is demonstrating that when you print on white paper, it's still possible to get whiter than white.

•

Some owners of a lot of practical advertising experience and savvy have made it clear they are neither retired nor retiring by organizing the Advertising Review Counsel.

•

"Matchbook ads can strike fire in specialized markets, *A&SP* finds."

Just be sure to close the cover.

•

"The whole truth about lying—what makes us lie and why we all do," is the title of an article in *Pageant*.

The reason is that it's practically impossible for anyone to tell the whole truth about anything.

•

General Motors was undoubtedly pleased when a Chevy film won the grand prize at the Cannes festival, but it was even more pleased when Chevy won the grand prize in U. S. automobile sales in 1960.

•

For some unexplained reason, the new symbol of the American Dairy Association did not make use of those two well-known symbols, Borden's Elsie and Carnation's Contented Cow.

•

The U. S. government is thinking about getting into the international magazine business with an ad-carrying medium, but it can hardly expect to find the "Welcome" mat at MPA's front door.

•

A trade publisher looking for a new property says it should be "one which dominates its industry or is relatively free of direct competition."

Where's the old fight, boys?

COPY CUB.

The Washington Post now has 87% of its City and Retail Trade Zone circulation home delivered... more home delivered in this area alone than any other Washington newspaper has total circulation everywhere.

TOTAL CIRCULATION DAILY	
The Washington Post	412,846
Washington Star	280,744
Washington News	184,986
SUNDAY	
The Washington Post	477,262
Washington Star	320,365

A B C Publishers' Statements for 6 month period ending March 31, 1961

Nearly 50% more circulation, daily and Sunday, than any other Washington newspaper.

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tam McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y., Chic., San Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly.

GET TOUGH!

Firm up your business by advertising to the *premium* male market in ELKS MAGAZINE

*Starch Consumer Magazine Report, 1961

If your business is slow to respond as the economy turns up—try a promotional push to the affluent, acquisitive Elks market. Elks are among the nation's top earners . . . with a high $8,709 median income*. They are mature heads of households who own and buy just about everything at a record rate*.

Nearly ½ are business owners, officials or professional men—well paid, well housed, well traveled community leaders. Advertising to Elks is smart. They are proven buyers—with the temperament and the means for making consistently large scale expenditures on business, shelter, apparel, leisure, luxury and service items.

Get tough with your ad dollar. Squeeze it for all it's worth with sales messages in ELKS MAGAZINE . . . the only publication designed to exclusively reach, influence and sell the dynamic Elks group. The cost—about ½ that of other leading Men's books.

CIRCULATION.....1,285,420 (ABC 12/31/60)
C/P/M.....$2.37

THE Elks MAGAZINE

• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

WWTV-AREA SERVICE STATIONS SELL 76% MORE THAN DELAWARE'S!

WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

Service stations in Northern Lower Michigan—36 counties served by WWTV, Cadillac - Traverse City—cash-in on 76% more sales of gasoline and other automotive service products than all the stations in Delaware*!

Hence Northern Lower Michigan is important to you, and so is WWTV. WWTV *alone* reaches an area served by 12 daily newspapers and 18 local radio stations. Furthermore, WWTV delivers more homes than Station "B" in each of 200 weekday quarter hours surveyed, 8 a.m.-6 p.m. (NSI, Cadillac-Traverse City, Oct. 17-Nov. 13, 1960).

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**WWTV - area service station sales are $79.7 million. Delaware's are only $45.4 million.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

AM - TV - FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

The first novel of **Frank Harvey**, who quit his job as an account man at William Esty Co. in 1950 to become a roving reporter for *Argosy*, was published early in June by Little, Brown & Co. Titled "The Lion Pit," it is the story of a struggle for power inside a steel company, much of it fought in bedrooms . . .

Larry Steinberg, ABP's director of information services, appropriately became a first-time father on Father's Day. David Morris, 9 lbs., 6 oz., was named for his wife's father and Larry's grandfather . . . It's also a boy named David Andrew for **William J. Gillerlain**, eastern manager of newspaper relations for *Parade* . . .

It's doubtful if any ad fantasy **Roswell Metzger**, Chicago boss of Erwin Wasey, Ruthrauff & Ryan, might dream up could compete with the amazing circumstances surrounding the wedding of his daughter Marcia to John Robert Cooper. The wedding took place on the Metzgers' McHenry County farm, in a tiny chapel specially built for the occasion. After the ceremony, the bride (who will appear on the August cover of *Mademoiselle*) and her husband took off by helicopter for a reception in Chicago, while Roz and Mrs. Metzger and the groom's mother departed by small plane, and the remainder of the wedding party—including **Marshall Haywood III**, son of **Marshall Jr.**, president of Haywood Publishing Co.—wended its way Chicago-ward more prosaically—in a police-protected auto caravan . . .

BACK STAGE—*W. Newton Burdick Jr., board chairman of Pioneer Publishing Co., Chicago, stopped back stage to chat about publishing and show biz with Lisa Kirk, who recently starred in "Show Boat" at the Melody Top Theater.*

George Dewey, account exec at Odiorne Advertising Agency, Yellow Springs, O., got involved in a project to protect the pristine glories of a 1,000-acre glen belonging to Antioch College and wound up recipient of an Isaac Walton League national conservation award, presented at the league's annual meeting in Chicago June 22 . . .

It Never Rains, But . . . Dept.—Just before AA's Washington editor **Stan Cohen** and his wife left for a European vacation, Stan pulled the lucky number for one of the grand prizes—a Pan American jet flight for two to Puerto Rico—at the National Press Club's annual picnic June 18. Before hopping to Europe, the perplexed Cohens said the Puerto Rico trip would have to wait until they replenish their reserve of vacation leave . . . and funds . . .

The prolific **E. B. Weiss** has another book out—"Merchandising for Tomorrow" to be published July 21 by McGraw-Hill. He's vp and director of special merchandising services at Doyle Dane Bernbach, and an AA feature columnist . . .

New appointees: **Wayne Tiss**, vp of BBDO in Los Angeles, has been named to the board of trustees of the Screen Actors Guild . . . **Mrs. Enid A. Haupt**, editor and publisher of *Seventeen*, has been appointed vice-chairman of the Albert Gallatin Associates of New York, an honorary association of NYU supporters . . .

An honorary degree of Doctor of Humane Letters has been awarded by LeMoyne College, Syracuse, to **Arthur Hull Hayes**, president of CBS-Radio, for his "accomplishments in the broadcasting industry and as a friend of Catholic education" . . .

It's twins for the **Allan Sacks**—he's an account representative at J. Walter Thompson, New York. The new arrivals, Robert Charles and Karen Lynn, are the Sacks' first children . . . The **Ted Kleins**—he's pr director of Paul Klemtner & Co., New York ethical drug agency—sent out press releases about the birth of their second child, Emily Martha . . .

George Whipple of BBDO has written a piece for the July issue of *Motor Boating* on the Pine Pond Yacht Club, Carmel, N. Y. . . .

Barbara Young, traffic manager in the Hollywood office of Radio Station KBIG, became a U.S. citizen recently. She's a native of Canada . . .

Lady of leisure—**Mary MacLaren**, secretary to **George H. Hartman**, president of the George H. Hartman Co., retired recently after 29 years with the Chicago agency. Friends and fellow employes feted her at a party and presented her with a portable radio . . .

Eldridge Adams, vp in charge of advertising of Cambridge Wire Cloth Co., recently received the "Man of the Year" award from the Maryland chapter of the Assn. of Industrial Advertisers for his 15 years of service to the group . . .

Three new trustees of the Committee for Economic Development are **Fairfax Cone**, chairman of the executive committee of Foote, Cone & Belding; **James A. Linen**, president of Time Inc.; and **John Hay Whitney**, publisher and president of the *New York Herald Tribune* . . .

Keith Woodeson, manager of the London office of Curtis Publishing, has married British actress Noelle Middleton . . . Two items from National Outdoor Advertising Bureau: Its legal counsel, **George Link Jr.**, accepted an honorary degree of doctor of humane letters from New York Medical College, Flower and Fifth Ave. Hospitals; and **Gertrude A. Driscoll**, secretary to **H. F. Porterfield**, vp and director of services, was welcomed as the 25th member of NOAB's 25-year club . . . **Morton Mandel** is celebrating the 15th anniversary of M. Mandel & Co., New York, by closing the agency for month-long vacations for the staff and taking a July-August cruise with his wife, Shirley . . .

Fred H. Nickels, president of Eddy-Rucker-Nickels Co., Cambridge, Mass., is back from a trip around the world by jet. His stops included Honolulu, Hong Kong, Tokyo—where he attended a Rotary International convention—and Bangkok, Delhi, Istanbul and London . . .

New Books Dept.—**Donald J. Plantz**, who has his own advertising and pr agency in St. Thomas, V.I., will have his novel, "Sweeney Squadron," published July 28 by Doubleday. It's about a U. S. Air Force fighter squadron's experiences in World War II . . .

JAPANESE MAIDS

"The first time you find yourself in your room in a Japanese inn surrounded by giggling maids who are taking your clothes off is a moment to be remembered. If your adaptation reflexes are in order, this is the moment you take a deep breath and make the fastest re-evaluation of attitudes you have ever made. Also, how are you to know that the giggling of those pretty little maids is not because they have you at their mercy? They giggle all the time, and at practically anything, but you do not discover this until later."

Holiday, February 1960

AMERICAN ARCHITECTURE

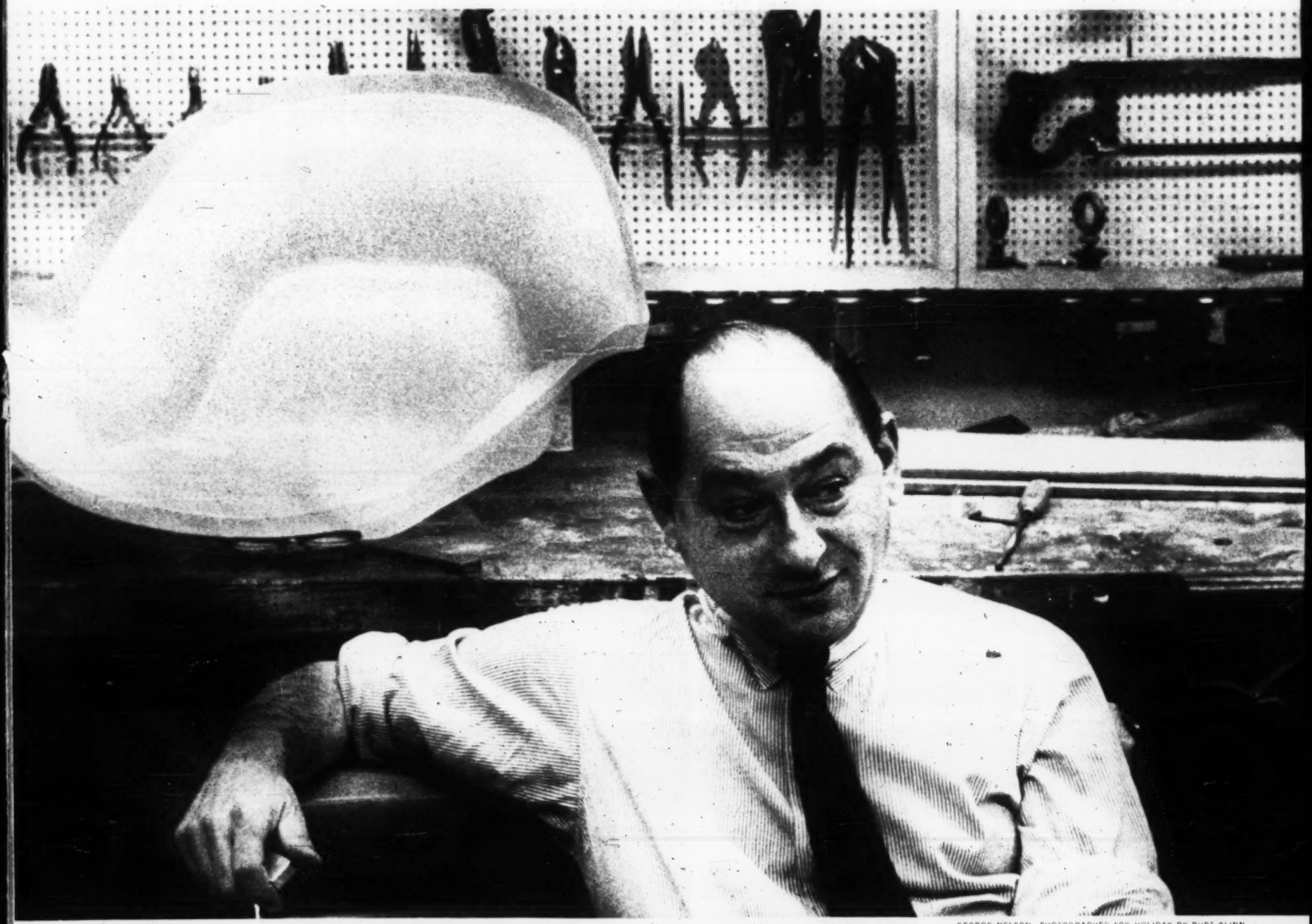
"The layman's notion of American architecture is generally determined by irrelevant factors. New York's Woolworth Building was once considered great, but what gave it its reputation was its height combined with excellent publicity. Mount Vernon . . . when viewed as architecture, turns out to be a pretty tiresome and mediocre affair. Even the Lincoln Memorial, for which I feel a strong though guilty liking, is slightly ludicrous when one stops to consider that it was designed in Greek style, which is, after all, a silly way to do a 20th Century building."

Holiday, July 1961

RUSSIAN CHILDREN

"In the toy department (of Moscow's biggest store) there were mechanical toys, construction sets, plastic model kits, but, surprisingly, not a single war toy . . . When I asked a Russian acquaintance about it he recoiled — literally — at the idea of children playing with models of weapons and asserted that if any Soviet factory made the unlikely error of manufacturing these murderous implements, they would be removed from the stores by an outraged citizenry."

Holiday, January 1961



GEORGE NELSON, PHOTOGRAPHED FOR HOLIDAY BY BURT GLINN

GEORGE NELSON has been called a true Renaissance man. He does so many things so exceptionally well. He is known internationally as an architect and designer. To the audience of Holiday Magazine he is also known as a sensitive and articulate writer. His forte is modern living at home, but his artistic perception puts a host of subjects into a new, more human light, some evidence of which is above Holiday has a knack for discovering such writers. Their brilliant talents provide stimulating reading for more than 900,000 active and intelligent families—and, in turn, profitable results for thousands of advertisers. HOLIDAY MAGAZINE

BETTER FARMING METHODS

Established Magazine for Agricultural Change—founded 1928

- **Serves the Farm Market's Adoption Leaders**

Established Readership . . . Starch Proved
Qualified Circulation of 50,000 . . . BPA Audited
(25,000 high-income farmers plus 25,000 professional ag leaders)

- **Expanding Jan. 1, 1962 to 75,000 circulation**

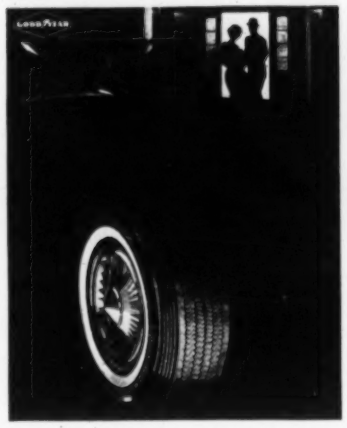
50,000 high-income, influential farmers plus 25,000 ag leaders

- **One of the 8 Tested Watt Publications**

BETTER FARMING METHODS BPA

Watt Publishing Co. Mount Morris, Ill.

NEW YORK CULLMAN, ALABAMA REDLANDS, CALIFORNIA



SAFE—*Goodyear Tire & Rubber Co., Akron, has scheduled a new series of spreads for its Captive-Air Double Eagle tires. The ads, emphasizing the safety and dependability of "the tire that doesn't go flat," will appear in Holiday, Newsweek, Sports Illustrated, Time, The New Yorker and U.S. News & World Report. Young & Rubicam, New York, is the agency.*

PBC

is proud to be in Radio

What is the place of radio today — and how has it changed or been forced to change? The idea that radio has to be a juke box, with a noisy cheap musical format carrying nothing but advertising announcements and pandering to the lowest tastes of the juvenile and the immature, is just not true. There are many stations in many different types of communities, who program differently, and successfully, and whose operation is certainly more "in the public interest." P B C stations follow this kind of programming. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

PEOPLES
BROADCASTING CORPORATION
246 North High Street • Columbus, Ohio

WNAX, Yankton, S. D. WMMN, Fairmont, W. Va.
WTTM, Trenton, N. J. WGAR, Cleveland, Ohio
WRFD, Columbus — Worthington, Ohio
KVTV (TV), Sioux City, Iowa

A subsidiary of Nationwide Mutual Insurance Company, Columbus, Ohio

'La Presse' to Get Rival; Hogue Goes After 43 Years

MONTREAL, June 27—Joseph Paul Hogue, advertising and circulation manager of *La Presse* here, the largest French-language daily in North America, resigned June 20 after 43 years of service.

Mr. Hogue said he was leaving for personal reasons, but the newspaper has been under reorganization for some weeks.

He had been advertising manager for the last 16 years and was assigned the task of circulation manager in 1957. Last year he was president of the Canadian Daily Newspaper Publishers' Assn. He told ADVERTISING AGE his plans are uncertain.

■ No successor to Mr. Hogue is expected for some time as his resignation follows one of the greatest newspaper upheavals on record here.

Jean Louis Gagnon recently resigned as editor in chief of *La Presse* to join with Mrs. Angelina DuTremblay, who resigned as president, and announced that a new opposition French-language, two-edition daily, *Le Nouveau Journal*, would start here Sept. 5. She is financing the daily. Georges Robitaille has been named its advertising director.

■ According to Mr. Gagnon, initial circulation will be 50,000. "We plan to make it the largest French-language daily in Canada," he said.

Pending purchase of equipment, *Le Nouveau Journal* will be printed as the *Montreal Gazette*. Extensive use of color for ads is planned. Several senior members of the editorial and advertising staffs have joined Mrs. DuTremblay in her new enterprise, which stems from a dispute between her and relatives still controlling *La Presse*. The new daily will sell for 5¢ a copy, with at least 24 pages. It reportedly will rely heavily on local advertising and is expected by its backers to draw many major accounts away from *La Presse*.

Mr. Gagnon said, "Montreal is the only [major] city in North America where there is no competition between afternoon dailies. We have 390,000 French-Canadian families here, and of these, 170,000 read *La Presse*. In other words, there is a market of 220,000 families left." #

Graves, Kalt & Lauver Join 4A's

Graves & Associates, Minneapolis, and Kalt & Lauver Advertising, Tucson, have been elected members of the American Assn. of Advertising Agencies.

Peter Colefax, Chairman and President of American Potash & Chemical Corporation, views advertising's role in corporate growth:

"Advertising is essential to support $15 million in plant expansion"

"No single element holds the key to diversification and growth today. Expansion of plant and product line requires considerable marketing assistance if it is to be fully successful.

"In our own case, we look to a coordinated marketing effort to help realize the potential of over $15,000,000 we are investing in 1961 in new plant and modernization. Business publication advertising is one of the most important parts of our marketing program. It is as essential to our future as proper plant design or production tools."

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.
330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

Blair Calculates Longer Breaks Will Lower per-1,000 Cost

NEW YORK, June 27—The longer station break periods this fall will probably result in a lower average cost-per-1,000 for buyers of prime time 20-second announcements, according to Edward P. Shurick, exec vp of Blair-TV.

Decisions by the three networks to extend station breaks from 30 to 40 seconds will make room for more 20-second commercials and thereby enable buyers of these lengths to improve their spot positions, Mr. Shurick said here last week at a press conference.

By moving into better adjacencies, next to higher rated shows, advertisers will be snaring greater audiences than they enjoyed last year, he explained, basing his comments on a cost-analysis of stations represented by Blair-TV.

■ Martin Katz, director of sales development, said, "Up to now, assuming space for one 20-second spot and one 10-second ID every half hour, no more than 42 chain-break 20s could be accommodated [in prime time, 8 to 10 p.m.] in a single week. But taking a broad view of program schedules on all networks, and considering that longer breaks will not be permitted within full-hour shows, the computed average for 20-second announcements comes to approximately 65 per week beginning this fall—an increase of approximately 54%."

Referring to the relationship between rates and the demand for spot availabilities, Mr. Shurick explained that stations which have two rates, charging less for preemptible spots, can offer further cost efficiencies to advertisers.

■ About 30 months ago, Blair-TV pioneered the "Section I and Section II" rate card. Under the terms of this card, advertisers buying by the Section II rate are given a discount of approximately 35 to 40% in prime time. These Section II spots, however, can be pre-empted by a Section I advertiser paying the full rate. Blair estimates that approximately 100 stations, including 25 represented by Blair, now employ pre-emptible clauses.

By using the average 20-second chain break in 1960-'61 as a base of 100, Mr. Katz theorized that the average Section I 20-second spot in 1961 will cost only 91%, as much. In other words, the cost-per-1,000 will be lowered because more 20s will be moving into better-rated periods.

Mr. Katz further speculated that 30-second spots will cost only 118% of the 1960 20s, and the 40-second ads only 157%, judging that most buyers of these longer commercials will buy on the Section II rate because a great demand is not anticipated for them in the 1961-'62 season. He emphasized that these calculations are for next season only. =

What Representatives Will Recommend to Stations on Pricing Extra Break Time

NEW YORK, June 27—Here's what some of the station representatives expect to recommend to their stations for this fall's tv in the way of pricing the extra station break time:

• **Blair-TV, Blair Television Associates, Katz Agency, CBS-TV Spot Sales, Weed Television** and **Avery-Knodel** all favor pricing 40-second breaks at twice the 20-second rate, and with 30-second breaks at the price of a 20-second plus 10. Katz' recommendations cover positions that cannot accommodate full minute announcements; in other positions 30- and 40-second announcements would take the minute rate. CBS-TV Spot Sales added that 30s and 40s will not have preemptive rights over firm 20s.

• **Venard, Rintoul & McConnell** recommends that the 40-second breaks sell for the same as the current price for 30s—20 plus 10. The agency said this system has already been accepted by most of its stations. **Everett-McKinney** is recommending a 40-second break be sold at twice the 20, with the 30s selling at somewhere between the 20s and 40s.

• **Paul H. Raymer Co.** has suggested to stations which have identical rates for 20s and 60s that this same rate be charged for 30s and 40s. Where the rate for 60s is higher than 20s, Raymer suggests charging the 60-second rate, or something slightly less, for 30s and 40s.

In the final analysis, the pricing and scheduling of the new nighttime tv spots will be an individual matter, with the exact structure varying from station to station, depending on the competitive situation. Many representatives are still wondering what to advise their stations.

Some plan to suggest a formula only after querying stations; others don't intend to give stations any direction in this area. One representative suggested that announced recommendations won't mean much once the rate cutting starts. But one top agency said that even general guidelines would be helpful at this point. =

FASHIONS IN COLOR—*For the past two summers, Vaughn Monroe has emceed the annual San Francisco designers fashion show in that city's Union Square. Color tapes of the fashion promotion were shown on KRON-TV under sponsorship of RCA distributor A. H. Meyer Co., and the RCA Victor Dealers of Northern California.*

Pricing Must Come Soon on Station Breaks, Y&R, Station Reps Agree; but When? How?

NEW YORK, June 27—Here are some comments made by station representatives as they left a meeting called by Young & Rubicam to discuss problems arising from the new nighttime network tv 40-second breaks:

• "If an advertiser really wants to buy time in the longer breaks, he'll find we can quote him a price."

• "What we need is somebody to take the lead. But none of the agencies want to be first to move into the area of 30s or 40s."

• "The pricing pattern should be set soon so we can get started on fall selling. We think it should be loose at the beginning and realistically set to attract business. At the outset, 30s will probably bring only about 25% more than 20s except on very strong stations."

• "Young & Rubicam says one thing and does another, with all this flurry about intensified monitoring of stations" (AA, June 5). "When you point out cases of triple spotting, they don't do anything about it. They want to get the press coverage, and they do."

■ The informal meeting, conducted by William E. (Pete) Matthews, vp in charge of media relations and planning, indicated there is still much work to be done before the business achieves an orderly transition from 30- to 40-second breaks. The discussion turned up plenty of questions, but few answers.

Mr. Matthews said he wanted to work cooperatively and comfortably with the medium and not wield a big stick.

He told the representatives he would not suggest what the rates should be, but he gave a broad hint when he proposed they should be competitive—the 30s with 20s, and 40s with network participation 60s. He said both 30s and 40s need further testing as to efficiency.

The Y&R executive went along with the general agency assumption that 20-20 may become the prevalent combination, thereby depriving 10s of their flexibility. One representative suggested that there would be 47 prime time 10s—the 30-second mid-breaks in the 47 weekly hour shows on the networks—that will not be affected at all by the change. Schedules here, it was indicated, will retain their flexibility and will not be in danger of pre-emption by 20-second buyers.

■ Mr. Matthews said he took it for granted that stations will live up to promises not to include more than two paid announcements in the break periods, though "The networks foul you up on all sides of the breaks with all kinds of fancy things" that add up to five or six announcements in a row.

He said clarification of scheduling patterns and price structures should come quickly, so agencies could advise copy people of preferred lengths for fall campaigns. The longer breaks start with the opening of the 1961-'62 season. =

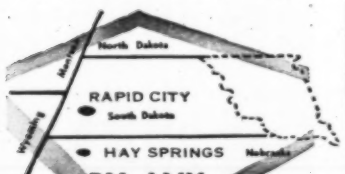
DUHAMEL STATIONS *deliver more*

OF THE LAND OF INFINITE VARIETY

....and the

FASTEST GROWING CITY

in the North Central Region



BY ANY COMPARISON

CBS ABC TV SATELLITE K D U H

Hay Springs, Nebr.

K O T A CBS RADIO CBS-ABC TV

Rapid City, South Dakota

Advertising a la cart!

Now Los Angeles Suburban Newspapers Inc., initiate a new point of purchase merchandising plan that allows national advertisers the privilege of placing point of purchase advertising posters in up to 1,500 food market shopping carts installed and serviced by Los Angeles Suburban Newspapers Inc. for a 30 day period. For particulars inquire of:

LOS ANGELES SUBURBAN NEWSPAPERS, INC.

Representatives

Los Angeles . . . . Rienzi Company • 612 South Serrano Ave. • DUnkirk 5-8315
San Francisco . . . . Rienzi Company • 681 Market Street • DOuglas 2-6979
Chicago . . . . McCutcheon & Cutler Inc. • 154 East Erie St. • SU 7-4468
New York . . . . Walter G. Cartes • 475 Fifth Ave., New York 17 • MUrray Hill 3-2136

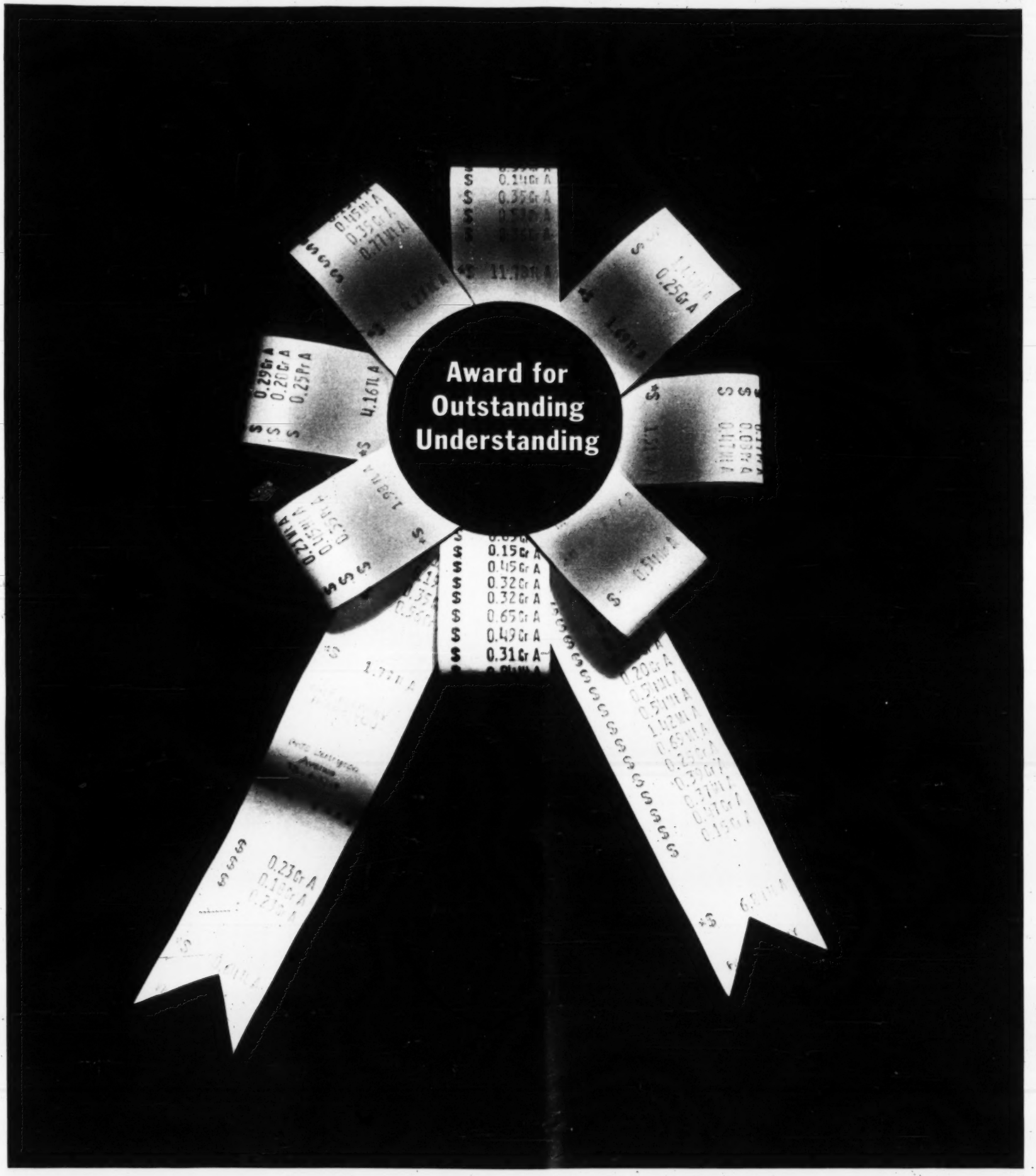
Oops. We Had a Typo!

Our advertisement in the June 12, 1961 issue of ADVERTISING AGE listed 999 too many air conditioning, heating and refrigeration subscribers. Only 22,053* actually subscribe to AIR CONDITIONING HEATING & REFRIGERATION NEWS. The ad said 23,052. However, the NEWS still offers the largest paid circulation in the air conditioning, heating & refrigeration field, by a goodly margin. Readership?—independent surveys show it's the NEWS 6-to-1. Make your own survey free: contact your NEWS rep for details.

*Average net paid, ABC Audit Report Dec. 31, 1960

AIR CONDITIONING HEATING & REFRIGERATION NEWS

450 WEST FORT STREET, DETROIT 26, MICHIGAN



Shout at a person and he'll look. Tell him something funny and he'll listen. But how do you make him put down his magazine . . . or get up from his TV set and *do* something? Like buy a product.

That takes more than noise. More than good humor. It takes understanding. To coax a person into buying what you're selling you've got to get down below the level of shock and humor . . . down to where his wants are born.

That's what The Personal Approach is all about. Knowing what people want . . . knowing what makes people want . . . getting people to want what you have to sell. The Personal Approach is mostly understanding. And it pays off at the cash register.

McCANN-ERICKSON, INC.

The Personal Approach

ONE STEP—*These scenes are from one of two commercials being used by Union Carbide Consumer Products Co., New York, in participations on seven network shows to promote its new Prestone Wash & Wax car sponge. The minute ads, running from May through Labor Day, promote the sponge as the "wax you wash on . . . comes loaded with non-sudsing detergent, silicone and waxes . . . Every wipe that washes off dirt is also laying down a deep coating of self-polishing waxes." A closeup shows water beads which form on the car when water is sprinkled on as "proof of real wax polish." William Esty Co. is the agency.*

Pay TV Fails to Get Big Enough Audience: Sarnoff

Etobicoke Venture in Trouble, Writes Head of NBC in 'Post' Article

PHILADELPHIA, June 27—"Pay television has failed to date because it cannot deliver better programs than the free service already available," according to Robert W. Sarnoff, board chairman of the National Broadcasting Company.

And he added: "I don't believe pay tv will ever have enough exclusive attractions to make serious inroads on the mass audience. If my prognosis is wrong, NBC will have no choice but to join the opposition . . . . Tv cannot exist half fee and half free."

Mr. Sarnoff's pay tv comments appear in an article in the July 1 issue of *The Saturday Evening Post*, "What Do You Want from TV?"

The NBC chairman said three pay tv tests in the last decade—in Bartlesville, Okla.; Palm Springs, Cal.; and Chicago— "died for lack of customers." And the current test, in Etobicoke, a suburb of Toronto, "is failing right now."

▪ He said of the Canadian test, conducted by Telemeter: "During the first three months, when the novelty was at a peak, Telemeter intimated families were spending at the rate of $130 a year. Our information put the figure closer to $75.

"Receipts dropped so sharply thereafter that subscribers were believed to be spending an average of $20 a year. Telemeter hoisted a distress signal by cutting the price for movies from $1 to 75¢ and applied to the phone company transmitting the programs for a reduction in rates on the grounds of 'economic necessity.'

"It is utterly naive," Mr. Sarnoff wrote, "to think the promoters [of pay tv] can avoid the same economic realities that govern free tv. They also need the mass audience to stay in business, and that means westerns, private eyes and adventure shows—the meat and potatoes of free tv." #

Brown-Forman Reports Sales and Profits Rise

Brown-Forman Distillers Corp. chalked up a record sales volume of $101,768,453 in 1960-'61, or $71,510 more than the previous year. The distillery had net profits of $4,654,761, an increase of 10.7% over the 1959-'60 figure of $4,203,761.

In a breakdown of the sales dollar, the annual report just released shows that advertising and selling expenses took 14.88%, while federal excise taxes took 51.56%. The company said its 86-proof version of Old Forester Kentucky bourbon introduced the previous fiscal year had "continued to experience favorable reaction" in a growing number of markets. Early Times "just about held even" with previous year's sales despite economic conditions and liquor tax increases in several major markets.

Callaway Keeps Suit on as 'SI' Marks Progress

NEW YORK, June 27—One thing you can say about L. L. (Pete) Callaway. He hates to lose a suit.

Two years ago last week, Mr. Callaway —then newly switched from advertising director of *Fortune* to *Sports Illustrated* — told ADVERTISING AGE: "If *Sports Illustrated* is not the third biggest money-maker in Time Inc. in two years, I'll turn in my suit."

L. L. Callaway

Such a surrender now appears unlikely. Last year, *Sports Illustrated's* gross revenue totaled $14,299,200—a figure good enough for a firm third rung on the Time Inc. ladder—and its net revenue indicated that it is well on its way to becoming third in this category also. This compared with an $11,947,000 gross when Mr. Callaway made his prediction. *Fortune*, with $12,734,290 in 1960, fell back to fourth. Last year *Life* rang up $138,784,245 and *Time* did $51,144,370.

Mr. Callaway also has registered a very near miss of his circulation target. He said 24 months ago that *SI* would top 1,000,000 by now. For the three months ended last March 31 the figure was 976,213—as compared with 876,000 in 1959.

'SI' Rates, Guarantee Up

NEW YORK, June 29—*Sports Illustrated* said today it will offer a 1,000,000 circulation guarantee with its first issue in 1962. The current base is 950,000. Advertising rates will change as follows: B&w pages will advance to $6,665 from $6,160, and four-color pages will move to $9,950 from $9,195. #

▪ In 1961's first five months, while some magazines were singing the blues, *Sports Illustrated's* revenue moved ahead by 6.6%. [The magazine has been in the black since March, 1958.] It also moved into third place at Time Inc. in the number of automotive ad pages, with 151. It was second in men's apparel pages, with a total of 143, and second in beer, wine and liquor, with 104. (*SI*, with four regional editions, weights its national and regional figures by counting a full page in 10% of its copies as 10% of a page.)

To get where it is, the weekly has been punching away at a theme like this: "Our reader families are younger (78% between the ages of 25 and 54), have more money (54% make $10,835 or better), and raise more kids."

▪ "What's our biggest selling job? That's easy," answered Mr. Callaway. "It's getting on an advertiser's list as his fourth weekly magazine."

He tagged three news weeklies —*U.S. News & World Report*, *Newsweek*, and *Time*—as *Sports Illustrated's* top competition.

"A lot of people think an ad has to be in a serious place, like a funeral parlor, to get seen. At *Sports Illustrated* we sell our magazine as an entertaining sports weekly. Hell, even in b&w we think there's more color and fun in it," he added, discounting other sports magazines as competition, "because they're monthlies.

"Revenue? That's another story. In two more years *Sports Illustrated* should certainly be doing more than $20,000,000," said Mr. Callaway, indicating he didn't think that that prediction would cost him a suit, either. #

Don't Compete with Magazines for Ads, MPA Advises U. S.

WASHINGTON, June 27—Magazine Publishers Assn. this week filed a "brief memorandum" with the Senate commerce committee urging that government-sponsored international publications not be allowed to take ads.

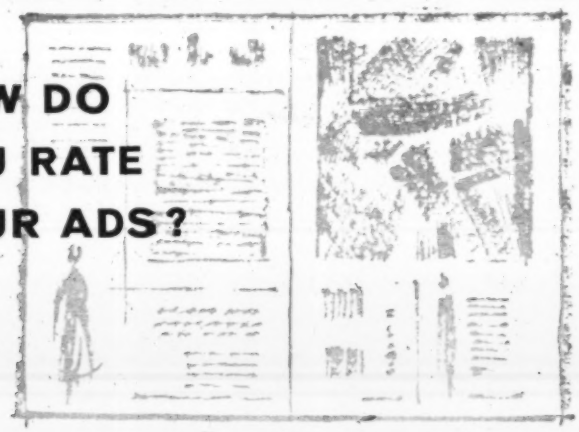
MPA emphasized that in general it supports the provisions of a proposal introduced by Sen. Clair Engle (D., Cal.) which would give the Commerce Department authority to create new magazines overseas. But the association came out strongly against the section of the bill which would let the department go after advertising, contending that "it represents unnecessary encroachment of a public agency on a private domain."

In a letter to Morris J. Levin, staff counsel of the commerce committee, Francis R. Cawley, MPA vp, asserted that "unless your committee deems it feasible to strike the language contained in the attached memorandum, we would like to appear and testify on this matter in open hearings."

The bill (S. 1729) lists 13 specific proposals aimed at implementing the government's trade promotion program. MPA calls most of the bill "a move in the right direction to promote foreign commerce in the U. S."

▪ The association, however, underscored its objection to the section which would authorize the department to "compile, edit and publish in English and such other languages as deemed necessary, a suitable periodic journal or magazine containing developments in American industry and advertisements of established American individuals, firms or business organizations on a paid basis and to make such journal or magazine available without charge to foreign firms, individuals and business organizations as a means of publicizing business opportunities and to attract foreign nationals to the services and facilities available through the foreign commerce corps and the Department of Commerce" (AA, June 26).

Hearings on S. 1729 have been tentatively scheduled for July 11, 12 and 13. #



HOW DO YOU RATE YOUR ADS?

ACB Position Reports

When you have an extra-important advertising schedule release for Newspapers and "position" of ad on printed page is of vital importance—how do you know you're getting the position you require? ACB offers a special "Position Report" service to handle such checking jobs completely—collecting the ads—preparing a report showing position, and then gives each ad its proper Rating and Summary. It has proved a valuable service for many agencies.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

Play this winning foursome

Four is par for Georgia's great $2-billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. Read in 9 out of 10 homes in each metropolitan area, the 4 Georgia Group papers give you the coverage and penetration you need and want. So why not score with the winning foursome? It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your local Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*

Represented nationally by THE BRANHAM COMPANY

If it interests this special engineering mind...

Eastman-Kodak Minicard record with 6 legal-length documents, coded index data

it's in electronics:

To sell the electronics engineer, you must contact a fast-moving, highly curious and constantly probing mind. **In a single day, an electronics man may face problems in research, design, production or management; he may work in any one or all four areas.** You must reach a mind which never gets its fill of information. Only **electronics** magazine has an editorial staff that constantly scours the nation and the globe to report and interpret authoritative information in all four areas. That's why **electronics'** readers are uniquely loyal. That's why this OEM engineering audience forms the major advertising and sales target for the nation's leading electronics manufacturers. Take a look at a recent issue and see!

1.13

ABP ABC **A McGRAW-HILL PUBLICATION,** 330 West 42nd Street, New York 36, N.Y.

Adman in the News . . . Lee Fondren

Hopes of those who have long desired a closer relationship between the Advertising Assn. of the West and the Advertising Federation of America were boosted by the election of Lee Fondren to be the new president of the AAW *(see story on Page 1)*.

Lee Fondren

It would be hard to find a man who has been more active in both associations, than Lee Fondren, station manager and sales director of KLZ, Denver. He is a past president of the Denver Advertising Club, the only club in the country with dual membership in the AFA and the AAW.

Mr. Fondren has been in the forefront of efforts to get the AFA and the AAW to work more closely together on their common problems. It was at his suggestion that the two groups agreed to collaborate on the national observance of Advertising Week. And the end of Mr. Fondren's term as head of AAW will find the two associations holding their first combined annual convention in his home city of Denver in 1962. A golden opportunity for merger, say the proponents of such a union.

■ The new president of AAW is a 6' 1" enthusiastic Texan, who claims he had to leave his native state because he was the shortest one in the family. A veteran of more than 25 years in broadcasting, he by-passed college to get into radio early. He was a comedian, a script writer, a producer, an announcer, a continuity writer, a salesman, and an assistant station manager at various Texas stations, in more or less that order, before finding his favorite spot—KLZ, Denver—in 1941.

After three years out to serve with the Army in the Southwest Pacific during World War II, he returned to KLZ in 1946 and started moving up the executive ladder. He has held his present post since 1955.

Simultaneously, the energetic Mr. Fondren, who conducts a one-man crusade against attacks on all forms of advertising, has held so many extra-curricular advertising and civic posts that it would take a talented juggler to keep them straight. He has shifted back and forth on the boards of the AAW and AFA, was a two-term vp of AFA; he was named adman of the year by the Denver Ad Club and by the 9th district of the AFA.

■ Mention a charity drive in Denver and Mr. Fondren has worked on it. He currently is chairman of the market promotion committee of the Denver Chamber of Commerce, and serves with a radio-tv-film group which counsels the Methodist church in the use of modern communications methods.

For eight years he taught a practical course in broadcasting for night students at the Colorado Women's College in Denver.

Mr. Fondren is a proud father of three—two daughters and one son. He loves to play pool in the basement, and says he is raising two pool-shark daughters; goes bowling with the family; and likes fishing and working in the garden when there is time.

Mr. Fondren estimates that he is on the road about a third of the time, but he thrives on it. Small wonder, since his attractive wife Dorothy accompanies him on many of the trips.

■ He travels to keep in touch with the agencies and advertisers who buy KLZ time. And he is much in demand as a speaker; his favorite lecture topic, "Advertising—1980," envisages a world gone awry because advertising has been banned. His constantly reiterated theme: The key role played by advertising in the American economy. #

Adcraft Club Elects David

Toby S. David, executive director of public affairs of CKLW and CKLW-TV, Windsor, Ont., was elected 1961-'62 president of the Adcraft Club of Detroit. Other new Adcraft officers are John R. Bowers, car advertising manager, Ford division, 1st vp; E. Dawson Fisher, publicity director, J. L. Hudson Co., 2nd vp; Robert E. Anderson, vp and manager of the Detroit office, Batten, Barton, Durstine & Osborn, secretary; and Robert G. McKown, D. P. Brother & Co., reelected treasurer.

'Vogue' Boosts McMahon

In reporting the appointment of Philip Slater as fashion advertising manager of *Harper's Bazaar*, ADVERTISING AGE (AA, June 26) incorrectly stated that Mr. Slater succeeded Richard McMahon, who had moved up to advertising manager. The post of fashion advertising manager is a new one with *Harper's Bazaar*, and Mr. McMahon was promoted recently from fashion advertising manager to advertising manager of *Vogue*, not *Harper's Bazaar*.

Kraft Sets Spot Radio Drive

Kraft Foods Co. has launched a three-week spot radio campaign in 22 selected markets for its Cracker Barrel cheese. This is the first time in about four years that Kraft has used spot radio for its cheese products. J. Walter Thompson Co., Chicago, is the agency.

Pomerantz to Frohlich

Edwin Pomerantz, formerly a technical service representative of Chas. Pfizer & Co., has joined L. W. Frohlich & Co., New York, as an account executive. Frohlich also has promoted William G. Castgnoli, who joined the agency in 1957, to an account executive.

Sperry-Boom Names Mitchell

Robert V. Mitchell, professor of marketing at the University of Illinois, has been elected a vp and director of Sperry-Boom, Davenport, Ia.

Caldwell Named Marketing VP

John H. Caldwell, editorial vp of *Sales Management*, has been named to the new title of marketing vp.

CBS
TELEVISION
STATIONS
NATIONAL
SALES

Colvin Heads AMA Chapter

J. Walton Colvin, research and planning manager of Bendix Corp.'s Bendix radio division, Towson, Md., has been reelected president of the Baltimore chapter of the American Marketing Assn. He is the first officer to serve two consecutive terms. Other officers are Dr. John D. Rimberg, VanSant, Dugdale Co., exec vp; George S. Aburn, Black & Decker Mfg. Co., vp for industrial marketing; Keene A. Roadman, McCormick & Co., vp for consumer marketing; F. Henry Michel, Black & Decker Mfg. Co., treasurer; and Mrs. Harriett M. Andrews, Research Interviewing Services, secretary.

King Liquid Bleach Bows

Mangels, Herold Co., Baltimore, has launched King Liquid Bleach in plastic containers via a campaign of color newspaper ads in Baltimore and Washington dailies, supported by radio and tv spots. The kick-off ads offer 5¢ off on half-gallon jugs and 3¢ off on quart sizes. The new bleach joins a line of King laundry products and King syrup sold by retailers in Maryland and the Washington area. H. W. Buddemeier Co., Baltimore, is the agency.

AMA Chapter Elects Hanna

Mark N. Hanna Jr., operations manager of National Family Opinion, Toledo, has been elected president of the northwestern Ohio chapter of the American Marketing Assn. Other officers for 1961-1962 are Carl P. Cronk, Ford Motor Co., Rawsonville, Mich., vp; James A. Sterling Jr., Owens-Illinois Glass Co., Toledo, treasurer; and Charles C. Owen Jr., Ohio Oil Co., Findlay, O., secretary.

Action Designers Bows

Action Designers, a promotional merchandise company, has been established in Tulsa, Okla., by W. J. Albertson, formerly assistant advertising and sales promotion manager of Kerr-McGee Oil Industries, Oklahoma City. It will offer "package" promotional service, including premiums, sales incentives, prizes, specialized direct mail and point of sale materials. Offices are at 2126 E. 15th St.

Wittner Names Richter; Moves

Fred Wittner Co., New York, which has moved to 850 Third Ave., has named Gustave J. Richter, formerly with J. M. Mathes Inc., to its copy staff.

WJAR-TV Names Creamer

WJAR-TV, Providence, R.I., has appointed Creamer, Trowbridge & Case, Providence, its national agency.

...At your service!

Service is the watchword of CBS Television Stations National Sales (formerly CBS Television Spot Sales), now the national sales organization for the CBS Owned stations exclusively.

Only the name has changed. These five major-market stations are being sold now by the same full-strength staff of sales specialists in six regional offices... backed by the same array of experienced research, promotion and sales service people. What results is a finely-tuned sales force with the knowledge and the time to be an "extra arm" to advertisers and agencies—to render total service to sponsors seeking even greater efficiency from television's sight, sound and motion.

An unbeatable combination—the sales impact you get from the CBS Owned stations (WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angeles, WCAU-TV Philadelphia and KMOX-TV St. Louis) plus the service-in-depth you get from CTS National Sales (with offices in New York, Chicago, Los Angeles, Detroit, San Francisco and Atlanta).

Lynn Baker Agrees 'Twas Wise to Defer 4A's PR Program

NEW YORK, June 27—The American Assn. of Advertising Agencies acted wisely in postponing its public relations campaign, because it was doomed to failure unless advertising cleans up the ads.

This is the opinion advanced by Lynn Baker Inc. in its newsletter, "Baker's Dozen." The agency asserts, "For the life of us, we cannot imagine what good it could do to tell people how worthy the advertising enterprise is, when they form immediate and primary opinions of it from the advertising they actually see and hear every day. Advertising creates its own image, and will be judged accordingly."

The agency goes on to note that most advertising is favorably received, but then proceeds to attack the "offensive fringe," asking what public relations expert can reconcile parents whose children are swindled by advertising addressed to youth, for example, or newspaper readers "disgusted by salacious motion picture advertising." The newsletter also has a barb for the hard-sell school—"Will the television viewer who is nauseated by mechanical facsimiles of his digestive system be persuaded that his nausea is a worthy sacrifice, because advertising is a pillar of the American way of life?"

■ Summing up, the newsletter argues, "Advertising stands or falls in public opinion by what people see and hear in actual ads. As for the offensive fringe, no team of the greatest public relations talents on earth can deodorize it in the public nostrils. That can be done only by self policing within our business, including efforts by media or by governmental action. If the first action is too slow in coming, the second will be inevitable." #

Lear Joins Carborundum

Robert W. Lear has joined Carborundum Co., Niagara Falls, N. Y., as vp in charge of marketing. He formerly was director of marketing services of American Radiator & Standard Sanitary Corp., New York.

The ELKHART TRUTH

Covers a

$237,407,000* MARKET

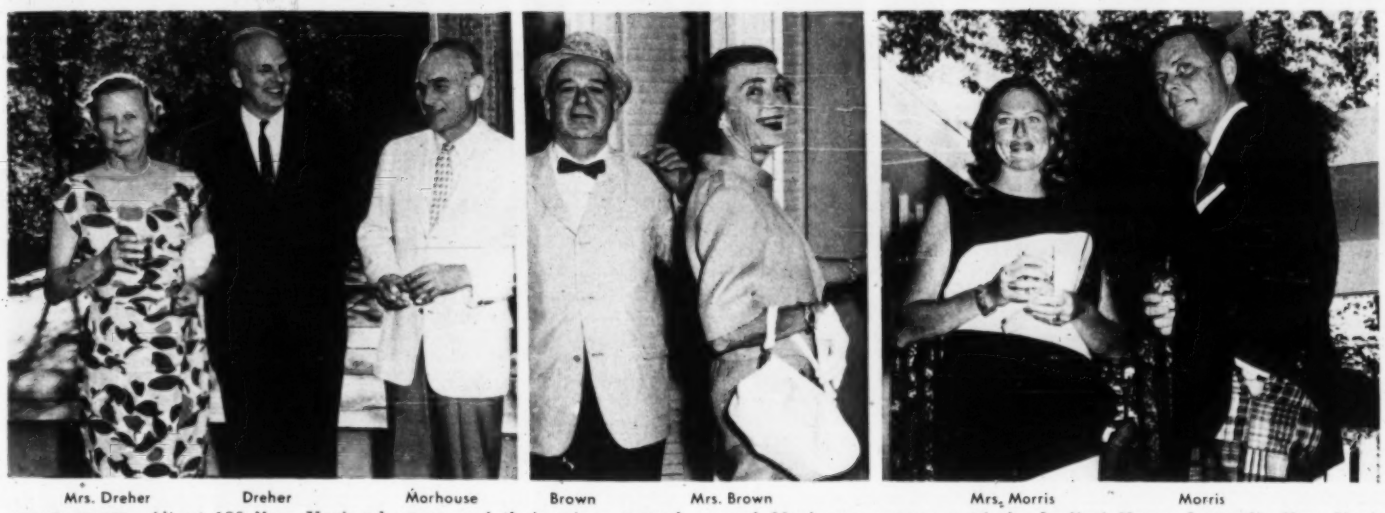
and

Reaches 127% more homes than the next best paper sold in Elkhart County

You'll receive down-to-earth local merchandising that moves goods in Indiana's 2nd richest city—$7,793 CSI per household (SRDS)

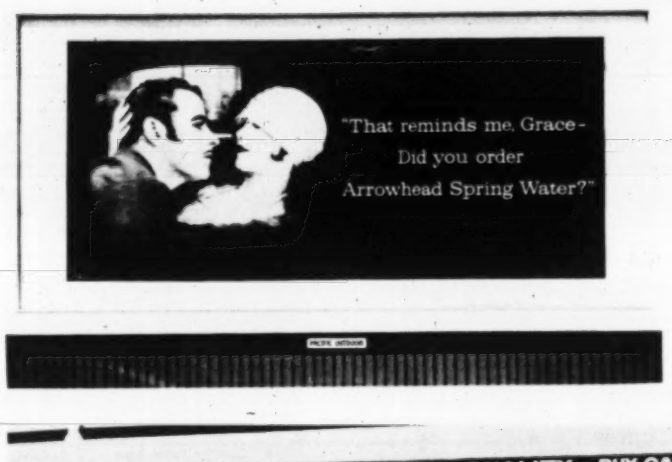
Represented by
Johnson, Kent, Gavin & Sinding
*CSI ELKHART COUNTY (SRDS)

PHOTO REVIEW OF THE WEEK



Mrs. Dreher | Dreher | Morhouse | Brown | Mrs. Brown | Mrs. Morris | Morris

'HOME' HOUSE—*About 175 New York ad execs and their wives turned out to inspect a new house in Weston, Conn., designed by Ladies' Home Journal. The house, built to fit $18,000-and-up budgets, attracted Mr. and Mrs. Ernest A. Dreher of Monroe F. Dreher Inc.; Edward Morhouse, manager of the Ladies' Home Journal's New York office; Mr. and Mrs. Al Brown of Best Foods division of Corn Product Sales; and Mr. and Mrs. George W. Morris of Batten, Barton, Durstine & Osborn.*



SILENCE, PLEASE—*Arrowhead & Puritas Waters, Los Angeles, would have consumers believe that this young couple, gleaned from old-movie files, is concerned about the water supply. The bottled water company is currently using this and similar ads in an outdoor campaign that includes more than 300 panels throughout Southern California. Hixson & Jorgensen is the agency.*

Goodchild | Russell | Thompson | Terashiki

INTERNATIONAL FRONT—*On hand for the season's closing luncheon of the New York chapter of the International Advertising Assn. were Mrs. Estelle Goodchild, International Advertising Services, Colombo, Ceylon, who has been observing operations at Kenyon & Eckhardt; Harvey Russell of Pepsi-Cola, who spoke about reaching the African markets; Harry Thompson, Newsweek international editions, and Toshiharu Terashiki, McCann-Erickson-Hakuhodo, Tokyo.*

SPECTACULAR TRANSIT AD—*Campbell Soup Co. this spring has been engaged in an all-out transit ad campaign in Chicago using cards both inside and outside the Chicago Transit Authority vehicles. Inside cards like this are nine feet long, and in addition to promoting Campbell products they give a boost to the Brand Names Foundation. Two of these cards appear in each vehicle. Altogether, 57,324 car cards make up the campaign in CTA buses and subways and in the Illinois Central urban electric cars.*

CUSTOMER GUARANTEE—*Joseph H. Schachter (left), sales promotion manager, and John W. Lynch, manager, U.S. Royal passenger tires, post a few point of sale pieces used in the Golden 50 Jubilee promotion of U.S. Royal tires. A feature of the dealer program is a mail contest that is guaranteed, on a money-back basis, to produce a response from at least 25% of the two-car prospects to whom it is mailed.*

PAUSE THAT REFRESHES—*Students from the advertising school of Florida State University sit in the old board room of the Coca-Cola Co., during a three-day visit to the advertising industry of Atlanta sponsored by the education committee of the Atlanta Advertising Club. Standing in the background from left to right are Prof. Richard Joel of the university, who originated the idea of the annual visitation ten years ago; Mark Bollman, vp, McCann-Erickson; J. S. Crane, J. Sidney Crane Associates, and co-chairman, education committee; Marshall Lane and Wilbur Kurtz, Coca-Cola. The six-hour visit to Coca-Cola's main office wound up the students' tour.*

Information for Advertisers

Show Business Illustrated has issued a 12-page four-color brochure describing the contents of the new national entertainment bi-weekly to be launched Aug. 23. Copies of the brochure are available from the Promotion Dept., *Show Business Illustrated*, 232 E. Ohio St., Chicago 11.

• "1961 Major U. S. Markets Analysis," covering 300 metropolitan markets, has been published by the **Greensboro News and Record.** Metropolitan markets are ranked by dollar volume in descending order in ten major sales classifications. Copies may be obtained by writing on company letterhead to the Advertising Research Dept., *Greensboro News* and *Record*, Greensboro, N. C.

• "Copy Clearance for Classified Projects," a guide to "help steer advertising and pr through the Pentagon security maze," has been published by **Know Publications**, 60 E. 11th St., New York. The 28-page publication sells for $25, with additional copies priced at $7.50 each.

• "How U. S. International Magazines Can Help You Sell in Today's Booming Markets World-Wide," has been published by the **Magazine Publishers Assn.** in connection with the export expansion committee of the U. S. Dept. of Commerce. Copies of the booklet, which lists international publications of U. S. publishers alphabetically, may be obtained from Magazine Publishers Assn., 444 Madison Ave., New York 22.

• "WOWO, the 15th U. S. Radio Market," a detailed Pulse study of 27 counties surrounding Fort Wayne, Ind., is available from either **WOWO**, 124 W. Washington Blvd., Fort Wayne, Ind., or from any office of AM Radio Sales Co.

• The 1961 "Union-Tribune Index of San Diego Business Activity," has been published by the **Union-Tribune Publishing Co.**, 940 Third Ave., San Diego 12. =

Soft Goods Ads Are Sparse, Trite, Weir Tells Textile Group

NEW YORK, June 27—Soft goods companies were reprimanded last week for their miserly ad budgets and cliche advertising.

The chastisement came from Walter Weir, chairman of the executive committee of Donahue & Coe, speaking before the textile group of the Assn. of National Advertisers here.

"In no industry so large as soft goods is the average advertising appropriation so niggardly," he said. "And when I say this, I do not include the fiber producers. The generosity of the fiber producers has encouraged those with end products to do even *less* advertising on their own and, instead, to depend on what the fiber producers do for them."

Soft goods advertisers tend to use advertising as a mere tool of sales promotion, he said. They also tend to copy and imitate successful campaigns with the same alacrity with which manufacturers copy successful apparel, he added.

▪ Touching on the use of tv by soft goods advertisers, Mr. Weir said he doubted if the broadcast medium would ever be as effective for soft goods as print.

"Female fashion shoppers require more time than the tv rules allow," he said. "The printed page gives them the opportunity to get interested, to lose interest, to look elsewhere and to come back. This is not possible on tv—unless and until a home tape device becomes accessible. Also, you can't tear a tv commercial off the screen and save it. A tape device would solve this problem too," he said. =

Spencer, Ross & Servo Bows

Spencer, Ross & Servo Inc., a new agency, has been organized with offices at 212 Beach Dr. N.E., St. Petersburg, Fla. Officers are Leslie Spencer, president; John F. Servo, vp; and Charles F. Ross, secretary-treasurer.

Molner Adds Account

U.S. Industrial Tool & Supply Co., Detroit, has appointed Molner & Co., Detroit, to handle its advertising.

Dorothy Gray Sets Drive

Dorothy Gray Ltd., New York, (McCann-Erickson) will promote its Oglivie Sisters home permanent in a four-week spot tv push in about 10 markets, starting July 31. This will be followed by a second four-week effort, beginning early in September in about 20 other markets. Prime time 20-second announcements will be used.

Mars Sets Hour TV Musical

Mars Inc., Chicago, will sponsor a one-hour musical tv spectacular, "Feathertop," Oct. 19 on ABC-TV from 8:30 p.m. to 9:30 p.m. EST. The show will star Jane Powell and Hugh O'Brian. Needham, Louis & Brorby is the agency.

Studio Girl Names Mack

Studio Girl-Hollywood, cosmetics, Glendale, Cal., has named Mack Agency, Hollywood, to handle product promotion.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc
431 S. Dearborn St. • Chicago 5, Illinois

Boston is booming. New buildings, new industries, new highways, new excitement — and a new No. 1 newspaper.

A new study in consultation with the Advertising Research Foundation proves that The Boston Globe is first choice in every category of newspaper audience. For just one instance, we have more readers in the acquisitive 18-44 age group. For another, we have more adult readers, 181,000 more than the Herald-Traveler. And we have more exclusive Globe readers. Almost 500,000 read no other Boston newspaper.

So forget all you think you know about Boston and Boston papers. Get all the new facts in the new brochure featuring highlights of the study: "The Buying Bostonians." For a copy call your Million Market Man.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

★★

THE DENVER

The Voice of the Rocky Mountain Emp

Denver, Colo.—Climate Capital of the World

Vol. 69, No. 317

IN DENVER

$12 Million Skyscraper Scheduled

A 30-story skyscraper to cost $12 million will be built at 16th St. and Glenarm Pl. in downtown Denver.

Plans for the skyscraper—to be the tallest building in the Rocky Mountain West—were announced jointly Wednesday by Burr Betts, president of Denver-based Security Life & Accident Co., and Walter Duncan, Jr., president of Liberty Bank in Oklahoma City and of Mid-America Building Corp.

The new multiple-occupancy structure will house the home offices of Security Life & Accident Co. and will be known as "The Security Life Building."

The site will include space now occupied by the Max Cook Sporting Goods Co. and will extend down Glenarm Pl. toward 17th St. to the Midland Savings & Loan Assn. property.

A long-term lease for major space in the 450,000-square-foot skyscraper was signed by Betts Tuesday night. He said Security Life will have a financial interest in the building and that Security Life officers will be added to the board of Mid-America Building Corp.

Chains Contacted

No other tenants have been announced, but it is known that Mid-America is negotiating for a major department store. Among chains which have been contacted is Neiman-Marcus of Dallas.

Betts said start of construction is set for February, 1962, and the anticipated completion date is the fall of 1963.

"This building will be another permanent anchor for downtown Denver," said Betts, a member of the Downtown Improvement Committee.

The architectural firm designing the new building is Sorey, Hill & Sorey of Oklahoma City.

Joseph O'Neill Jr., director of the Commercial Bank in Midland, Tex., is associated with Duncan in Mid-America Building Corp., which has wide interests in new skyscrapers in the Southwest.

HOW NEW BUILDING WILL CHANGE DENVER SKYLINE
Architect's sketch of new $12 million Security Life building which will rise 30 s 16th St. and Glenarm Pl.

Land Use Study On For Area

The Colorado Department of Highways engineers and planners, in supervising a 16-month study that predicts future land use in the Denver metropolitan area, had this guiding thought in mind:

Anticipate the area's highway needs and build highways where and when they are needed.

By anticipating the population, projecting land uses and studying traffic patterns, planners feel they can determine the corridors in which the increased traffic of future years will travel.

To accomplish this planners must estimate as accurately as possible the future population of the area and where this population will work, live and play.

The Land Use Study, made public Monday, makes these forecasts:

● **Population:** By 1970 population in the study area (bounded by 104th Ave., the Arapahoe-Douglas county line, Alkire St. and Chambers Rd.) will increase from 816,700 to 1,133,000—a gain of 316,300 persons or 39 pct.

By 1980 the population will increase to 1,373,700—a gain of 562,000 persons or 69 pct.

Retail Sales in Area Broke Record in 19

Retail sales in the Denver metropolitan area set a new record in 1960, rising to $1,352,616,000 for a 4.5 pct. gain over the 1959 record volume of $1,294,246,000.

Denver's 4.5 gain in sales compared to a national retail sales gain of only 1.6 pct.

The new record was reported Wednesday in Sales Management magazine's 32nd annual survey of buying power, just published.

The national marketing magazine said food stores in the Denver area accounted for $280,637,000 of the retail total.

Eating and drinking places added another $96,117,000, general merchandise stores $254,[illegible] apparel stores $598,949,-

Net effective buying income (after all federal, state and local taxes) amounted to $2,099,309,000 in 1960, up 12.7 pct. over 1959, according to the survey.

The magazine estimated average income in the Denver area in 1960 at $7,131, or $408 above the national average.

The survey showed that stores in the city of Denver amassed a sales total of $916,190,000 in 1960. This was 51 pct. above the average for a city of Denver's size.

Food stores in Denver proper rang up $154,699,000, eating and drinking places $70,103,000, general merchandise stores $215,256,000, apparel stores $46,152,000, furniture-household appli-

ance stores $48,389,
tive outlets $186,1
line service statio
lumber, building
hardware dealer
and drug stores $

Sales managem
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Denver stood at
Jan. 1, with a t
households.

In its breakdo
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between $7,000

GOOD NEWS

Big Boom

POST

HOME EDITION

ire

5 Cents, 72 Pages

Study Tells Picture of Prosperity

Population Upsurge Continues

By WILLARD HASELBUSH
Denver Post Business Editor

The vast majority of families in the Denver metropolitan area owns or is buying its own home, has an income of more than $5,000 a year, owns an automobile and has a savings account.

That picture of prosperity—plus a continuation of the area's upsurge in population—was disclosed in the just-completed fifth annual consumer analysis survey of the metropolitan area made by The Denver Post.

The survey showed that 84.5 pct. of all metropolitan area families are homeowners, and that 76.4 pct. have annual incomes in excess of $5,000.

It also disclosed that 47.9 pct. of all Denver area families have incomes in excess of $7,000 a year and that 19.1 pct. of all families have incomes over the $10,000 level.

More Stockh

Other econo
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year with
—and that
in the area
a gain of 7.2
the last year.

**A total of 94.3 p
area families now own at
one automobile. Last year the
total was 93.9 pct., and 23.6
pct. of those surveyed said
they had purchased a car in
the last year.**

On the savings front, 94.2 pct. surveyed said they have savings in some form. That's a gain from the 87.4 pct. of last

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60

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nd 16.2 pct. with
and $10,000.

THE GALLUP POLL

West Ranks High As Holiday Choice

By DR. GEORGE GALLUP
Director, American Institute of Public Opinion

PRINCETON, N.J., May 13.—American vacationers pick Colorado among the 10 states they would most like to visit.

Gallup Pollsters questioning Americans on their choices of ideal vacation lands listed the top 10 in this order:

No. 1, California; 2, Hawaii; 3, Florida; 4, Alaska; 5, New York; 6, Colorado; 7, Arizona; 8, Washington; 9, Texas, and 10, Oregon. Seven of these are Far Western states.

With many millions of Americans now in the "planning stage" of this summer's vacation trip, the Gallup Poll sought to find out not only which states people think of as ideal vacation spots, but which states people are actually planning to vacation in during the coming year.

The second 10 most frequently mentioned states were: No. 11, Maine; 12, Wyoming; 13, New Mexico; 14, Nevada; 15, Michigan; 16, Minnesota; 17 and 18, (tie) Illinois and Pennsylvania; 19, Wisconsin, and 20, Louisiana.

The District of Columbia was in a tie for 13th.

10,847 NEW JOBS

Capital Outlay

noted by D
director of Resources
munity Development, and pro-
jections by The Denver Post, in-
dicate there are at least 91,647
persons now employed in in-
dustrial manufacturing plants of
Colorado—with payrolls totaling
at least $458,235,000 a year.

Neill.

**The latest figures concern-
ing Denver manufacturing op-
erations compiled by the Den-
ver Chamber of Commerce
show a substantial increase in
employment during April**

sell the

GROWTH MARKET

of the West

through

one of America's

great newspapers

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

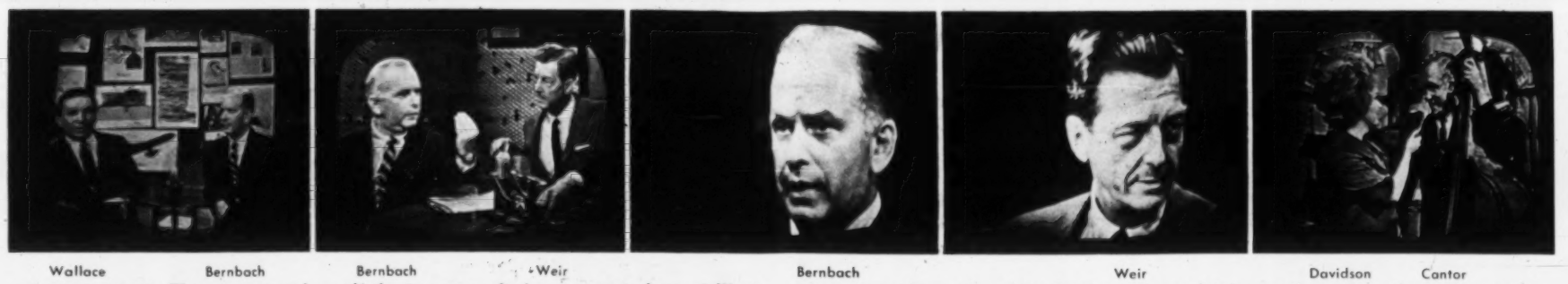
CIRCULATION

Daily	265,980
Sunday	348,937
Empire Magazine and Comics	367,168

A. B. C. Publisher's Statement March 31, 1961

few papers anywhere cover their home city and trade area as effectively as the Denver Post

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.



Wallace Bernbach Bernbach Weir Bernbach Weir Davidson Cantor

AD NIGHT ON TV—*These scenes, taken off the tv screen during a recent show of Westinghouse Broadcasting Co.'s "PM East," in which advertising was the object of attention, show Mike Wallace discussing agency image and campaign strategies with agency men William Bernbach, of Doyle Dane Bernbach, and Walter Weir, of Donahue & Coe. Public protest against deodorant ads, "disgusting" toothbrushing on tv, detergents that "carry things too far," etc. was discussed. Mr. Weir suggested that the myths and misconceptions about advertising hang on because it's easier to make a charge than to defend it. Mr. Bernbach said it isn't necessary for an ad to shout to get its point across. At one point in the show, Joyce Davidson, "PM East" singer, interviewed Mike Cantor of Mity-Tidy Co., who plays bass with the Many-Splendored Stompers, a jazz band composed of advertising men. The band, headed by Hal Davis of Grey Advertising Agency, entertained on the program.*

St. Louis Jr. Adclub Elects

Gene Jackson, a sales representative of William A. Hellmich Printing Co., has been elected president of the Junior Advertising Clubs of St. Louis. Vps are Bob Brillos, Central Engraving Co.; Gordon Hoener, Padco Advertising Co.; Allen Palmquist, D'Arcy Advertising Co.; and Dave Drake, Brady-Drake Photo Copy Co.; Karl Kittlaus, Fusz-Schmelzle Investments, was elected secretary; and Andy Ellis, *American Paint Journal*, treasurer.

Arnold/Baird Adds 3

American Safety-Net Corp., new marketer of industrial hairnets; Sanitation Unlimited, manufacturer of portable chemical toilets; and Sander Wood Engraving Co., woodcut engraver, all in Chicago, have named Arnold Baird, Chicago, to handle their advertising. The agency, which is also a design company, has also done corporate image or other design work for the three clients. Advertising budgets have not yet been set.

ORCHIDS FOR HER
AS LOW AS 11¢ EACH
MINIMUM ORDER 100
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • OR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

WAVE-TV gives you
28.8% more WEEK-END CHEFS
—and they buy 28.8% more food, condiments, sauces, flavorings, etc.!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV
CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

Along the Media Path

Construction has begun on Studio City, new building which will house **WABI, WABI-FM** and **WABI-TV**, Bangor, Me. Completion is scheduled for January, 1962.

• A 12-page pull-out booklet describing the significance of technological changes that have taken place in the railroad industry in the past 15 years, was published in the June issue of **Modern Railroads.**

• **WJZ-TV**, Baltimore, launched the first of a new 13-week series, "The Urbanites," July 1. Produced in cooperation with the Baltimore Urban League, the show presents for discussion problems of the modern urban family, including functions of the family, child day care, welfare department services, and marriage.

• **Esquire** has released a new color film presentation, "The Big Change," which emphasizes the change that has taken place in the publication's editorial policy during the past few years. The film will be presented in major advertising centers throughout the country.

• **Seventeen** and Waverly Fabrics will cooperate in introducing and promoting a new fabric design called "Seventeen," as part of activities commemorating the publication's seventeenth anniversary in September. The fabric, of 36" Glo-Sheen, will be sold mainly in furnishing and drapery departments and retail for $2.50 a yard, and will be available in eight color combinations.

• **Life** has published a 92-page manual on how to conduct automotive advertising at the retail level, "The ABC's of Automotive Advertising." The handbook, which covers all phases of advertising, including how to choose an agency, how to determine a budget and how to select and use media, will be distributed to franchised automobile and truck dealers throughout the country.

• Effective with its July issue, **Catholic Digest** will introduce four-color pages, for both advertising and editorial. The magazine will also increase slightly its page size.

• The **Montreal Gazette** will publish a special section spotlighting current and future style trends, "The World of Women's Fashions," Sept. 29.

• **KQV**, New York, recently sponsored a search for a mystery "KQV Cutie," who turned out to be a four-year-old child. During the promotion, the station constantly informed its listeners where the KQV Cutie could be found. All listeners had to do to win the $100 prize was to ask any girl if she was the KQV Cutie, and if the mystery beauty was asked, the listener was awarded the prize.

• "Anatomy of a Market," a four-color film depicting the economic growth of tri-state, 14-county Delaware Valley, has been released by the **Philadelphia Inquirer.** The film, which includes data on shopping centers, supermarkets, retailing, consumer buying plans, and product use, is being shown to agencies and business groups from coast to coast.

• **KWIZ**, Santa Ana, has begun publication of a monthly newspaper to tell agencies and advertisers what's happening in Orange County. The "KWIZ News" also reports on the station's own progress.

• Effective June 24, **KSFO**, San Francisco, in cooperation with the U. S. Coast Guard Auxiliary, began broadcasting brief reports on wind and sea conditions every Saturday, Sunday and holidays, for the benefit of Bay Area boating enthusiasts.

• The three stations servicing the Albany-Schenectady-Troy market, **WRGB, WTEN** and **WAST**, combined to present a simulcast report on what the three stations have accomplished in meeting their local obligations of serving the community, "Status—Television Northeast" on June 27. The stations preempted half-hour commercial entertainment programs on their respective networks for the special program.

• **Department of New Laurels:** During the first six months of 1961, **McCall's**, carried 542 advertising pages, a 1.7% increase over the comparable 1960 period.

Japanese 'Admiral' Stopped

Admiral Corp., Chicago, has obtained a restraining order in U.S. district court, New York, to halt distribution by Mar-Lin Enterprises, New York, of Japanese-made transistor radios with the "Admiral" trademark. Admiral also charged wilful and wanton infringement and is seeking treble damages.

2 Separate Newspapers
The El Paso Times Morning and Sunday
El Paso Herald-Post Evening
1
NOW . . . BUY A KING SIZE MARKET
EL PASO . . . THE 5TH BIG MARKET IN TEXAS
AUTO SALES*
$169,263,000
* Sales Management Survey of Buying Power, May, 1961
COVERING 24 COUNTIES OF WEST TEXAS & SOUTHERN NEW MEXICO
BLANKETING THE FABULOUS SOUTHWEST
LOW RATE BUYS BOTH
CIRCULATION 107,206

Casey Dulaney Codel McKanna Skinner Franciscus Beck Denenholz Fierro Agovino

REBEL—*When KSD and KSD-TV, St. Louis, and WAVE and WAVE-TV, Louisville, held orientation meetings in New York recently for the salesmen of their newly-appointed station representative, Katz Agency, Woody Dulaney, commercial manager of WAVE, "muscled in" on the KSD session. Arthur Casey, KSD station manager, had Mr. Dulaney sign a statement not to pirate any of KSD's original ideas. Witnesses were Ed Codel, George Skinner, Dan Denenholz, Martin Beck, Joe Fierro and Sal Agovino, of Katz; as well as Edgar Franciscus and Bill McKanna of KSD.*

Coming Conventions

JULY

9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

AUGUST

1-4. Advertising Age Creative Workshop, fourth annual session, Palmer House, Chicago.

18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

SEPTEMBER

8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

18-19. Magazine Publishers Assn., fifth annual fall conference, Hotel Commodore, New York City.

20-22. International Advertising Assn., fourth international conference, Madrid.

21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

OCTOBER

10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

12-13. Junior Panel Outdoor Advertising Assn., 11th annual national convention, Sheraton Hotel, Chicago.

12-14. National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago.

15-17. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

15-18. American Assn. of Advertising Agencies, western region convention, Hotel del Coronado, Coronado, Cal.

16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

19-20. Audit Bureau of Circulations annual meeting, Drake Hotel, Chicago.

22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

28-31. National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago.

NOVEMBER

2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

13-15. Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla.

15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

K&E Appoints Five

Kenyon & Eckhardt, New York, has promoted Hilton N. Wasserman, Fred Hauser and Alfred Northcott. Mr. Wasserman, formerly director of personnel services and a vp since 1960, was named administrative vp; Mr. Hauser was named to succeed Mr. Wasserman as vp and personnel director; and Mr. Northcott was elected controller as well as secretary. K&E has named Salvatore Pappalardo, formerly president of Hobbin Associates, Baltimore, an account executive in Boston and Martha Holmes, formerly with Stowe & Bowden, Manchester, England, a copywriter in Toronto.

Perry, Neil to Macfadden

Bernard L. Perry, formerly corporate promotion manager of Simmons-Boardman Publishing Corp., has been named sales promotion manager of Macfadden Publications. David Neil, previously ad promotion manager of *Good Housekeeping*, has joined Macfadden as sales development manager. Macfadden also has named David P. Riker Associates mail order advertising representative for Macfadden Women's Group and *Pageant*, which will begin accepting ads in its October issue (AA, April 24).

Wolverine Boosts Ervasti

Edward W. Ervasti, formerly assistant marketing director of Calumet Hecla's Wolverine Tube division, Allen Park, Mich., has been named marketing director. He succeeds John M. Dunser, who has resigned.

Wood & Brooks Sets National Push for ElectraChord

Wood & Brooks Co., Buffalo, 60-year-old manufacturer of piano keys, will advertise nationally for the first time this fall to introduce its ElectraChord, a push-button attachment for pianos. The device enables a pianist to play chords with one finger by pushing a button. The campaign will start in September with a page in *The Saturday Evening Post*, plus ad units in *Better Homes & Gardens, House Beautiful, House & Garden, Parade, Parents' Magazine* and *This Week Magazine*. Copy will offer a free 7" record explaining and demonstrating the product. Melvin F. Hall Advertising is the agency.

'Show' Names Trahey Agency, Sweeney, Dedman to Ad Staff

Show, New York, new monthly of the performing arts to bow Sept. 12, has named Jane Trahey Associates its agency. Advertising will begin in July, using page ads and an eight-page booklet in magazines in the U. S. and abroad. Ads will be heavy on copy, with the agency aiming to "stay off the paths magazines have trod before."

Show also has named Gerald F. Sweeney, formerly with *Hi-Fi Stereo Review*, associate advertising manager and Julien Dedman, formerly with *Ladies' Home Journal*, promotion director.

Iowa Body to Bozell & Jacobs

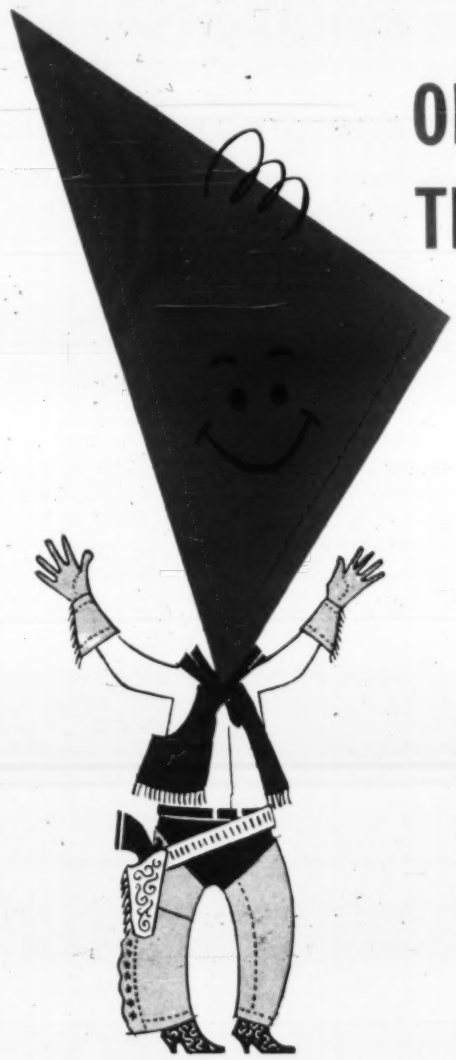
The Iowa Development Commission, Des Moines, has chosen Bozell & Jacobs, Sioux City, to handle its $30,000 account for the next two years, effective July 1. A total of 13 agencies made presentations to the commission. L. W. Ramsey Co., Davenport, the former agency, had the account for three years.

Attention Admen!

fit type
IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct. *Money-back guarantee!*

HABERULE
Box AA 245, Wilton, Conn.



ONLY WLOS-TV HAS THE CAROLINA TRIAD COVERED!

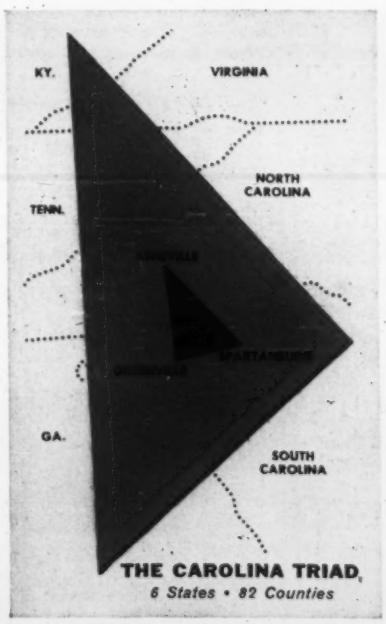
THE CAROLINA TRIAD . . . a two-billion-dollar market . . . stretches across 82 counties in 6 states!

ONLY WLOS-TV covers the Carolina Triad with unduplicated network signal from the South's highest tower . . . delivers 458,820 TV homes—25.8% more than Station Y, 31.4% more than Station Z.*

*NCS #3 updated Jan. '60

WLOS-TV CAROLINA TRIAD MARKET FACTS

Population	3,125,500
Households	792,800
Total Retail Sales	$2,798,670,000
Food Sales	687,495,000
Automotive Sales	529,734,000
Drug Sales	100,912,000
Gas Stations	248,897,000



WLOS-TV abc

Serving
GREENVILLE — ASHEVILLE — SPARTANBURG
A Wometco Enterprises, Inc., Station

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

WOMETCO ENTERPRISES INC

WTVJ
WLOS-TV
WTAA-TV
(Affiliate)

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

He Thinks Admen Should Volunteer to Sell Freedom

To the Editor: We agree wholeheartedly with the article by Ken Groesbeck that appeared in your May 15 issue, entitled, "Selling Freedom Is a Marketing Job." This nation has failed miserably in its attempts to reach the people of foreign lands with our message of freedom. Yet our advertising industry is filled with experts who find no difficulty in selling products with far less appeal.

We propose that ADVERTISING AGE exert all the powerful influence it enjoys in the advertising industry and spearhead a volunteer campaign enlisting top talent for the purpose of selling freedom. Your direction and marshalling forces can do much to get this vital task under way.

With your permission, we would like to reprint the Groesbeck editorial in a newsletter published monthly by this agency. It might provide a spark that can kindle the fire of patriotism so desperately needed in this day.

Marlin B. Kreighbaum,
Vice-President, Ross, Flink & Associates, Peoria, Ill.

Enlisting the volunteers is easy enough. Determining exactly how to go about "selling freedom" is something else again.

• • •

Eastern's Air-Shuttle Service Is Compared with Allegheny's

To the Editor: Certain misconceptions concerning Eastern's new Air-Shuttle service between New York and Washington and New York and Boston contained in the recent letter from George N. Lucas [AA, June 5], require clarification.

The "air commuter" service introduced earlier by Allegheny Airlines on certain of its non-stop routes provides that: (1) if a prospective passenger is at the gate at departure time; and (2) if there is a seat available; he may board the airplane, occupy one of the extra seats and pay on the airplane a reduced rate for his transportation. In other words, the passenger stands by for the airplane.

Eastern's Air-Shuttle service, on the other hand, is just the reverse of this. It operates regularly scheduled air commuter service every even hour between New York and Washington and New York and Boston. In place of the passenger standing by, airplanes are standing by to carry all passengers who are ready to board at scheduled departure time. There are no reservations. The passenger comes to the airplane, gets a boarding pass from a dispensing machine—which guarantees him a seat on that airplane—leaves his bag at the gate to be put aboard the airplane and pays for his passage en route.

Obviously, there is a great deal of difference not only in the service, but in the concept of the "commuter" idea. In Eastern's case there are never any passengers "standing by." If more than 95 customers have boarding passes at departure time, advance or extra sections are operated to carry all the traffic offered.

[On June 12], Eastern operated an extra section to accommodate the 96th passenger who showed up for the 10 o'clock flight to Washington. Thus the principal difference is that the Air-Shuttle passenger is always assured of a seat. Reserve equipment and crews actually stand by to provide capacity for practically any traffic offered at any hour.

William Van Dusen,
Vice-President, Eastern Air Lines, New York.

• • •

Thornwood Firemen Agree With Greif on Partial Painting

To the Editor: Not that we mean to make the Thornwood station a national *cause celebre*, but your recent follow-up of the way it was used in an automobile ad leads us to make another observation.

It appears we were not the only ones who objected to this technique of painting only the side that shows.

We quote from a feature article in the June 12 *New York Herald Tribune*, describing the work of the Thornwood fire company, last Sunday, in repainting *all* of the station:

"A New York Central aluminum streamliner, unloading a cargo of spurious passengers, introduced a touch of railroading into the ad, but the convertible dominated the picture. 'It was all a phony,' the firemen said. 'Those streamliners don't run on this division.'

"To complete the scene, the north side only of the Thornwood station was beautified by a coat of white paint with blue trim. Two evergreens were 'planted' in the station yard, and a layer of white gravel was spread across the asphalt parking space, the better to reflect the chrome of the convertible.

"When the advertising men departed, taking with them the streamliner, the convertible and the trees, the station was left behind. But it had become a harlequin, with one bright side and three dull sides, an object of derision to those who passed."

How now, Eli Barry?

Lucien R. Greif,
Greif Associates, New York.

The civic-minded paint job by the Thornwood fire department was reported by ADVERTISING AGE *in the June 12 issue; a picture of the painting party was carried in the June 19 issue.*

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And, Our Caption Writer Added to the Confusion

To the Editor: I work in the mail room here at Compton and Vol. 32, No. 25 of ADVERTISING AGE has just arrived. While glancing through a copy, I happened to notice two photographs on Page 3 concerning an ad for Buick [in the caption on the repainting of the Thornwood station]. I am not an auto mechanic or any sort of auto specialist but I know cars rather well and I have never heard of a Dodge Tempest. I think someone goofed.

Brendan T. Smyth,
Compton Advertising, New York.

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To the Editor: The automobiles pictured on Page 3 of the June 19 issue are (left to right) a Buick and a Pontiac Tempest.

On Pages 84 and 85 (ad), I was amused at the "Job Interview," then surprised to see the "real thing" on the opposite page.

Harry N. Malone,
Public Relations Department, Aluminum Co. of America, Pittsburgh.

While acknowledging confusion as to the nomenclature of the mushrooming field of auto compacts (Tempest, of course, is Pontiac's), AA's caption writer has noted with some gratification the high readership of his anonymous efforts, reflected in a sizable volume of mail pointing out his error, of which the above two are a small sample.

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Ponder Is With McGraw-Hill, Olsen with 'Equipment Digest'

To the Editor: In your June 19 issue on Page 4 you carried an announcement of the election of officers for Industrial Marketers of Detroit.

I merely want to point out that you switched companies for Marvin E. Olsen and myself. As you can see from the letterhead I am the one who works for McGraw-Hill Publishing Co. And you can take my word for it, Marv Olsen would rather be identified correctly with *New Equipment Digest*.

Wallace K. Ponder,
McGraw-Hill Publishing Co., Detroit.

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Ad Secretaries Erred in Criticism of Ad Business

To the Editor: Being an avid reader of ADVERTISING AGE for several years, I have gained measurable knowledge from innumerable articles in your publication, have enjoyed the puns in others and have not been unduly critical in my opinion of some of those which were not in good taste or were detrimental to the advertising business. The June 5 issue of AA aroused my fury to such an extent that I determined to write my criticisms regarding the article, or publicity item, titled "Secretaries Take Long, Hard, Beady-Eyed Look at Ad Field in Seattle Adclub Poll."

I have not been able to determine whether this was written or polled in jest, or if it is written in a serious vein. Either way, I wish to criticize.

If it is in jest, in view of the comments made as printed in the article, by secretaries at advertising agencies, then it was highly ill-timed because I, for one, did not think it amusing due to the fact that for some time now advertising and the agency business have been criticized and ridiculed to such an extent that it is not wise or in good taste for either management or employes in advertising to run down the business that provides their livelihood, even in jest. Instead, we should all, from the president down to the lowliest position, be strengthening our fortification by good, common-sense, factual answers to queries put to us by anyone, whether he be in advertising or any other facet of business.

If these were serious answers to the questions asked, then my sympathy goes to their boss because seemingly their intelligence does not qualify them for the position of assistant to the messenger boy, to say the least, secretary to an agency executive. These women had an unusual opportunity to present an administrative employe's point of view regarding the advertising business and they rated zero because, in the writer's opinion, they were highly devoid of common sense. I was not aware that the statement "beautiful but dumb," as often used in the past regarding females, was so apparent in these modern times. We could have and should have had more logical and intelligent answers from women in their positions.

Camille Woyak,
Appleton, Wis.

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'St. Louis Globe-Democrat' Offers Space to Agencies

To the Editor: We at the *St. Louis Globe-Democrat* believe it's vitally important for any community to understand and appreciate the tremendously important role advertising plays in our economy.

With this in mind, we have contacted advertising agencies here in the Greater St. Louis market, and I am quoting below three paragraphs from my letter to the various agencies:

"If you will prepare an advertisement designed to show just what advertising is, and what it does for all of us, we will gladly contribute the space needed to deliver your message to the public.

"We recognize that favorable public opinion can have a big effect on everything from influencing legislative activity to making it easier for us to attract well qualified young people into advertising and related fields. This is why we feel your message will be very important.

"This letter has been sent to you and the executive officers of other St. Louis agencies with the hope we can develop a full-scale campaign in behalf of advertising. Each agency will contribute one ad, and we're thinking in terms of a whole series of agency-signed ads to run over a period of several months."

The first advertisement in this

Ad Strikes Familiar Note

To the Editor: When I saw the attached advertisement on Fresh deodorant in the May 19, 1961, issue of *Life*, it struck a familiar note. Going back over my files, I clipped the enclosed ad from the October, 1960, issue of *Boys' Outfitter*. It shows a strikingly similar use of a pair of earmuffs to convey a cool idea.

Martin Stone,
New York.

A Little Learning is a Dangerous Thing

But you're safe in the growing Greenville-Washington Market. Thirty Colleges and Universities and more than 350,000 students mean a lot of learning and a lot of buying power in this market dominated by WITN and WNCT. Consider that educated idea when you're planning your next campaign. Avails and details are yours for the asking.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

7 WITN Washington, N. C.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!
Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.
Marie keeps your Mailing List up-to-date too and frees you from all the detail work.
Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.
The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

MISS APRIL SHOWERS—*It's June, a time for flowers, but Nordis Stromsheim figures anything can still happen at the bar of Kenny's Steak Pub, where she's perched with a product of the Umbrella Manufacturers Assn. The press release says she's calling attention to new umbrella styles.*

Sorry, Wrong Number

To the Editor: Congratulations to your makeup man [AA, June 5]. He did all right.

I predict that Marie is going to get a lot of calls to come and pick up work.

Walter K. Creal,
La Grange Park, Ill.

series was published on Sunday, June 18, and each Sunday in the *St. Louis Globe-Democrat* a different agency will have representation. I thought you would like to be aware of this program in behalf of advertising.

Elving N. Anderson,
Advertising Director, *St. Louis Globe-Democrat.*

We are happy to hear that the Globe-Democrat has offered space to St. Louis agencies to explain advertising to the public. A similar program was launched last Sept. 23 by the Philadelphia Daily News.

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Clinton Frank Finds Computer Boosts Agency's Efficiency

To the Editor: We were discussing the interesting article by Robert Heady about computers and electronic equipment moving into the fields of media and research, which appeared in the May 29 issue of ADVERTISING AGE.

I thought it might also be of interest to you to learn we set up a rather extensive IBM department here at our shop last January.

The most important and obvious results we feel we have obtained to date in certain media operations are as follows:

1. A definite savings in time, especially with personnel.
2. A complete budget control system.
3. A tremendous cost efficiency in many areas of the agency.

Of course, we have only scratched the surface in the past five months, but it is a very interesting and worth while part of our operation.

A. S. Trude Jr.,
Vice-President, Director of Media, Clinton E. Frank Inc., Chicago.

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He's With Clyde Bedell

To the Editor: I saw Clyde Bedell's comment June 5, "Damning Advertising with Illustrations" and (1) agreed completely with him, (2) admired his courage—since I felt he would hear from the strangest people in rebuttal.

If Bedell is going to be nailed for this one, may I have the honor of being among the first to stand up and be counted as with him all the way?

Mert Reade,
Advertising Director, Valley National Bank, Phoenix.

• • •

Wolfschmidt Vodka Ad Says 'Me Alone' Instead of 'Me Too'

To the Editor: May I spring to the defense of the copywriter who wrote the Wolfschmidt ad ["Salesense in Advertising," AA, June 5].

Over and above its obvious originality and power, the ad does make a specific product claim. "If vodka has no taste, how come I can tell which one is Wolfschmidt?" It seems to me that the answer is that Wolfschmidt vodka *has* taste. That's how you can tell the difference.

Admittedly, the copy is brief. This ad is but one in a campaign . . . I think they make the specific consumer benefit very clear. Wolfschmidt has taste.

You know of the legal difficulties in making liquor advertising that says something. As a matter of fact, we are told by Jack Cunningham that all liquor ads look alike —and all vodkas say "me too."

Certainly Wolfschmidt says "me alone." Certainly Wolfschmidt promises a consumer benefit—a rare thing in the liquor field.

I hope that this particular ad—as a part of a selling campaign—now makes sales sense to Jim Woolf.

Robert G. Lurie,
Papert, Koenig, Lois, New York.

• • •

Editorial on Ads and Taxes Overcomes His Lethargy

To the Editor: Every once in a while I am tempted to write you and tell you what a good job you are doing with ADVERTISING AGE. I can usually conquer this impulse.

But your editorial in the June 5 issue which counterpunched the critics of advertising by citing the taxes paid by leading advertisers has overcome my characteristic lethargy.

This is really great stuff, and I hope you do more of this sort of thing.

M. W. Grinstead,
Vice President, Clinton E. Frank Inc., Chicago.

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Strouse Article Helps Grasp of International Marketing

To the Editor: I am sure you are aware of my appreciation of the attention that ADVERTISING AGE gives to the international scene. I was therefore very happy to read Norman Strouse's article in the June 12 issue.

I think this is one of the finest messages that has been given to the domestic audience in understanding the international marketing situation. Above and beyond the circulation of your magazine, I would be hopeful that reprints of Mr. Strouse's speech would be widely circulated.

G. E. Kendall,
Manager, Advertising and Sales Promotion, International General Electric Co., New York.

• • •

Top-Grade Agency Services Available in Australia

To the Editor: David Dutton of London Press Exchange certainly has some nerve in asserting that the only countries outside the U. S. having Grade 1 agency services are Britain and Canada (AA, April 24). There is good, bad and indifferent advertising in Australia—just as there is elsewhere—but I would positively contradict Mr. Dutton's unwarranted assumption that top-grade agency services are not available here.

Excellent advertising counsel is available, and if it were more often used, we should not see the pathetic and inadequate efforts that overseas advertisers sometimes make to sell their products to the Australian public.

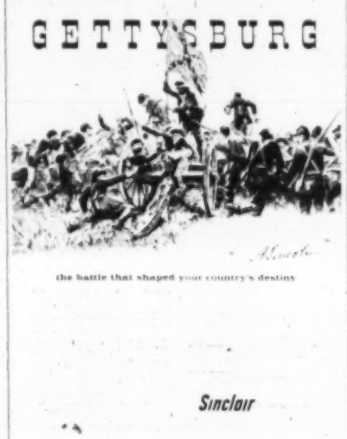
Also, by the way, the "vast continent" referred to by Mr. Dutton is a misnomer from a sociological and marketing viewpoint. Most Australians live in highly developed metropolitan areas.

Ronald Vickers,
Berry Currie Advertising, Sydney, Australia.

• • •

Honors to Creators of Sinclair Oil Ad

To the Editor: As a 30-some-year veteran of advertising, I see very few ads any more that arouse my unbounded enthusiasm. Therefore, those which do are the more notable and the purpose of this note is to suggest and hope that whoever wrote the quite magnificent copy in the Sinclair Oil ad,



which appeared on Page 1 of the June 9 issue of *Time*, would in some way be honored for a unique copy contribution to our much maligned semi-profession.

Robert S. Nyburg,
Nyburg Advertising, Baltimore.

Credits go to William Sutton, art, and Graydon B. Walker, copy, of Geyer, Morey, Madden & Ballard.

• • •

A Moment of Truth at the Ed Gold Household

To the Editor: Tonight, in a moment of togetherness, I insisted that the family turn off the tv and take the "Biz Quiz" in your June 19 issue. The usual rules of no peeking and you-don't-mark-your-own-paper prevailed.

Scoring 5 points for each correct answer, here are the results:

Bobby Gold (age 4)	60
Jimmy Gold (age 9)	55
Ed Gold (Dad)	55
Gert Gold (Mom)	45

Reactions:
From Bobby: "What do I win?"
From Jimmy: "No knowledge is smarter than little knowledge."
From Dad: "ADVERTISING AGE should know about this."
From Mom: "Now, can I turn Garry Moore back on?"

Edward G. Gold,
Evanston, Ill.

• • •

Gladys' Assistant's Couture Is Not So Haute or Hot

To the Editor: Oh, please, please, *please* come to the aid of Gladys' assistant! I have been hoping for lo these many years that someone would notice how out-of-date this young lady is!

The hairdo was great in 1952-'53; the bold striped blouse and kerchief around the neck were fine then, too (I guess). But that patent belt and the toeless shoes went out (thank goodness) years ago!

Her skirt (and I might suggest an easier fit, since she now resembles a stuffed sausage) is entirely too long. No sour grapes, but this gal is not what most people consider to be well-groomed.

Fortunately, there's still Gladys. Her attire is at least basic and sufficiently nondescript to be inoffensive. And she doesn't look like a Christmas tree . . . rather, her clothes are smart and simple.

Bet you ignore this letter, but I hereby serve notice that there are quite a number of others on my side.

Lucille A. Lindner,
(Ex-agency gal, now happily married to an advertising and sales promotion manager), Montclair, N. J.

P. S. Don't worry, I'll keep right on reading AA—between diapers. Keep up the good work!

• • •

Call Ratings 'Customer Votes' to Forestall Critics, He Says

To the Editor: It always bothers me to read about individuals preaching for improvements in our radio and television fare, and condemning the ratings services. These people really are saying that they do not believe in democracy, or abiding by the desires of the majority of our people.

I would like to suggest that the advertising industry change the term "ratings" into something like "customer votes" or "consumer preferences." The detractors of our democratic ideals would then have to condemn the majority viewpoint rather than a term such as "ratings" in their arguments to "improve" our radio and television schedules.

In addition, I submit that the public is totally unaware of what "ratings" mean, and it is time that the name described the product—their own majority opinion of the programs they want.

John W. Petersen,
Manager of Marketing Services, Racine Hydraulics & Machinery, Racine, Wis.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

"Hard sell" is a requirement of mechanical reproduction too!

With competition for the consumer dollar getting ever keener . . . with caution and closer judgment ruling the decisions of most buyers . . . it is time for advertising in all its mechanical forms to make every square inch pay off to the utmost. This is especially true of full-page color, fast growing in popularity.

Adequate facilities to guarantee advertisers the most eye-catching, accurate, hairline register reproduction of their products and messages now is assured by CERTIFIED Blue Ribbon CC Mats.

Blue Ribbon CC Mats are molded by direct pressure and baked on the form, then go directly into the newspaper casting box for final curved casts, as many as desired. No hazards from a shrinkage-type mat; no double stereotyping; no mechanical color registration problems in the press room.

RELIABLE SOURCES

Certified Blue Ribbon CC Mats for beautiful full-page color are available through the same reliable source as your previous service mat campaigns. Or Blue Ribbon CC Mats can be produced through your own direct pressure facilities.

CERTIFIED DRY MAT CORPORATION
555 Fifth Avenue, Dept. D., New York 17, N. Y.

Certified
BLUE RIBBON MATS

Arco Co-Produced 'Magic Ride'

In reporting last week on the International Advertising Film Festival at Cannes, ADVERTISING AGE neglected to include the name of Arco Film Productions, New York, as the co-producer of "Magic Ride," the Chevrolet commercial selected as the grand prize-winner in the cinema field. Arco co-produced the film with Cinema et Publicite, Paris.

ONLY AT BACON'S

Every item clipped as published . . . original clippings only

Complete clipping coverage of business, trade, farm and consumer magazines

Every item as published—original clippings only . . . double-check editing insures against unwanted material . . . 100% accurate reading list, revised daily . . . specialized reading, market-by-market. All this *only* at BACON'S, your key service for complete reliability on magazines.

BACON'S PUBLICITY CHECKER for 100% accurate release lists

Easy to use. Quarterly revisions keep you 100% up-to-date. Over 3500 listings in 99 markets. 368 pages. $25.00. Sent on approval.

BACON'S CLIPPING BUREAU
14 East Jackson • Chicago 4, Illinois
Telephone: WAbash 2-8419

Packaging's in Thick of Marketplace Battles, Kornblau, Dickens Tell AMA

Witting Hits Complacency of U.S. Marketers Faced by Stiffer Rivalry Abroad

LOS ANGELES, June 27—Two points of view on packaging—now a full partner in the "total marketing concept"—were presented here last week at the American Marketing Assn.'s 44th annual conference.

The views came from Curt Kornblau, director of research of the Super Market Institute, and Robert Sidney Dickens, president of Dickens Inc., package designer.

Mr. Kornblau ticked off a number of things which consumers have told retailers they want in packaging: Protection of contents, flavor retention, opening and closing ease, shelf stability, information on contents and use, and honest listing of servings per package.

■ Retailers want all this, he said, in addition to such things as easy handling, standard sizes, and a place to mark the price.

"In general," he said, "modern packages should reflect the image of the supermarket—convenience, value and care in the handling of food.

"The food retailer does not consider himself an expert on psychology or physiology, or psychic traumas or the rate of eye blinks," Mr. Kornblau said. "Nor is he an expert on layout, artwork, color schemes and other elements of packaging design. He knows that he wants to sell, at a profit, and he expects the package to help him achieve this goal and purpose for being. For technical details, he defers to the experts."

■ Picking it up from there, Mr. Dickens noted that "the modern designer finds himself fighting on a very brutal new frontier in which the package must be many things to many different people."

Mr. Dickens said the package designer is "surrounded by pressures—from the retailer who demands convenience, in shipping containers, package sizes, price marking areas and, in some instances, stronger materials; he is pressured by the ad agency for a package which will project equally well in printed ads and tv commercials; he is pressured by the client, who visualizes a new design, a new shape as the quick solution to a falling sales curve. And he is pressured by the housewife, who wants easier methods of opening, or design to fit a certain decor, or a container that has a built-in after-use."

Thus, before he can begin a package design, "the designer drops his pencils and brushes, heading out into the marketplace to study the total problem in depth." Only after elaborate study and testing can the package design be created, Mr. Dickens noted.

■ Opportunities for profit through marketing appear to come from the consistent use of four basic market research techniques, Arthur C. Nielsen Jr., president of A. C. Nielsen Co., told the AMA.

He listed them as:

• "An effective marketing intelligence system which keeps management constantly in touch with consumer demand."

• "A carefully administered program of controlled experimentation in which two or more plans are evaluated for their relative contribution to volume, sales share and ultimate profit."

• "With the most effective program decided upon, a continuing series of controlled experiments to determine the optimum level of marketing expenditure."

• "A continuous study and analysis of the various components which make up the marketing program."

A product without a marketing plan, Mr. Nielsen said, "is no product at all, in the sense of being a commodity which is in a position to compete for a share of the consumer's dollar."

■ H. Earl Hodgson, president of Aubrey, Finlay, Marley & Hodgson, Chicago, urged the AMA members not to underestimate the farm market when planning a marketing program.

"Don't relax in the thought that the perfect advertising and marketing solution today will be worth anything tomorrow," he said.

Mr. Hodgson listed five guidelines for communicating with farmers: Be forthright, be specific, be informative, be local and offer a current message.

■ Keynote of the conference was sounded by Chris J. Witting, vp of consumer products, Westinghouse Electric Corp., who urged the marketers to think competitively in global terms, rather than concentrating their efforts to the 50 states.

"Not so long ago our industrial technology and complementary inventive genius allowed us to set the prices of our products abroad," said Mr. Witting. "But today our neighbors have learned their lessons, and the price structure of any product is determined by the country in the Free World which can produce that product more efficiently and hence more economically.

PREMIUM—*In the second stage of a drive to introduce its five sauces to more Americans, H. J. Heinz Co., Pittsburgh, is offering outdoor barbecue accessories and patio torches as premiums, which started in June. The first phase, which started in May, featured a 30¢ refund. Maxon Inc., Detroit, is the agency.*

"Products of foreign design and manufacture are arriving on our shores with qualities of reliability and performance which offer formidable competition to our own," he continued. "And what hurts most is that they are being offered for sale at prices which at times are even lower than our production costs."

■ Mr. Witting asserted that faced with this situation, U.S. marketers have "abdicated their marketing responsibilities, have given up market share and have substituted increased alibi penetration." He said domestic marketers have relinquished creativity and quality to foreign competition and have been left with some "dubious marketing children, resulting from complacency and ego.

"The sad fact is that we are no longer top dog in low cost production," he said. "And as we continue to look at the shrinking world, we see more gauntlets being thrown at us."

Mr. Witting warned that foreign competition is not only adopting U.S. techniques abroad, but also in the domestic market. "They're using American specialists in these fields to outstrip our domestic manufacturers," he said. "And overseas, let's not overlook the use of our better marketing ideas by our foreign friends. First, they took the cream of our production skills and then our mass distribution methods."

He said that the U.S. not only faces stiffening competition from friendly countries, but also possible competitive problems from the Soviet bloc, particularly if the erection of such "artificial" barriers as protective tarrifs is continued.

"There is no question that the outside world must and will sell to us," he said, "otherwise, we will not sell to them. And if we don't let others sell in our market, there are other markets in the world, which like the spider and the fly, will be happy to invite them in on a silken web woven of the Iron Curtain. In other words, if we don't learn to market competitively in the world market, we will ultimately lose our own markets at home."

■ Mr. Witting ticked off some "areas of action" in which American manufacturers could act to meet foreign competition:

1. He suggested that American marketers start off by learning the language. "Let's start with simple things like information," he said. "Many foreign business men are multilingual and can think in other languages than their own. We, unfortunately, are late in realizing that it's a real advantage to speak the customer's language and even more of an advantage to understand the nuances of his thoughts in his own language."

2. He warned Americans not to think of foreign competitors as imitators. "They're not imitating any more, they're innovating. And that spells trouble now and in the future," he said.

3. He suggested that Americans quit thinking of the foreign masses as asses. "Not everybody thinks Americans are the greatest gift to this green earth. And if we take the attitude that we can learn—as well as teach—our marketing just might be that much sharper."

4. He urged closer scrutiny of foreign products. "Smell them, feel them, analyze them, turn them over and see what makes them tick," he said. "When have we last torn down our foreign competitor's product for an impartial laboratory test? If we did this once in a while, we'd discover that price isn't the only thing they have to offer."

■ On the same theme, G. H. Matthews, vp of General Milk Co., a subsidiary of Carnation Co., said one good approach to establishing an American product in an overseas market is to use a program based on American principles, but tailored to such variables in the market as language, distribution and media techniques, local laws, and consumer tastes, habits, education and income.

In addition, successful establishment of an overseas franchise for a product depends largely on attitudes of American management. "It depends on a management with a high degree of imagination and flexibility," Mr. Matthews said, "a management which will also accept the risks of war, Communist influence and foreign laws that can prevent, or at least make difficult, the remission of profits and capital which can, indeed, result in expropriation."

American management must also, he continued, have "an understanding of varying problems and a willingness to play by other than U.S. rules."

■ On the domestic front, a call for more "artistry, more boldness and more innovation" in research and marketing was sounded before the AMA by Peter G. Peterson, president of Bell & Howell Co. He predicted an $800 billion economy in the 1970s, with a $25 billion advertising outlay, and said:

"I believe the real premium in the marketplace of the sixties will go to those who individualize themselves, to those who anticipate, to those who lead and to those who try the untried. In short, more than ever, tomorrow's market is a market for the bold."

Mr. Peterson asserted that the scientific approach alone cannot provide the kind of imaginative marketing answers needed for survival in today's exploding marketplace. "It's my view," he said, "that the artistry of marketing, as indeed the artistry of management, will more than ever be the mainspring of success in the sixties.

■ "This does not mean, however, that there is not an important role for the scientific method in marketing. I think there can be an even more important role if marketing research people can become a more positive force in helping to create and evaluate new product concepts and really new marketing concepts, so that we can begin offering the consumer real choices rather than trivial differences," he said. #

WITH MEDIA SELECTION BECOMING INCREASINGLY MORE COMPLICATED . . .

YOUR NO. 1 BUY IS STILL

KEWB

national representatives The Katz Agency, Inc.

In San Francisco, insure massive responsive audiences. Big buying evidenced in recent participation campaign in which KEWB offered to pay listeners' bills.

"In three weeks, over a quarter-million dollars worth of bills poured in. Biggest single total, car payments. Way up are house payments, furniture, appliances. Even with only 91 seconds to respond after we announce winner's name, over 33% making it. (You'd listen carefully, too!)

CROWELL-COLLIER BROADCASTING CORPORATION

A SOUND CITIZEN OF THE BAY AREA

IGA Meeting Told of TV Plans, Movie Tie-ins, Red Carpets

NEW YORK, June 27—The Independent Grocers' Alliance is contemplating television advertising next spring on about 117 stations in an image-building campaign for IGA member stores.

The program, with an unspecified budget, would be in addition to IGA's current promotion program, which runs about $300,000 exclusive of space, according to Orville W. Johler, vp, advertising-merchandising, of IGA.

IGA, whose grocer membership comprises more than 5,000 stores located in 44 states, opened its 35th anniversary convention in New York this week. Succeeding meetings will take place next month in New Orleans (July 10-11), Chicago (July 17-18) and San Francisco (July 24-25). Feature of the two-day meetings is a five-hour live stage production with an orchestra, produced by Fred A. Niles Productions Inc., Chicago.

■ Mr. Johler said that IGA has tied in with "Bachelor in Paradise," a Metro-Goldwyn-Mayer movie starring Bob Hope and Lana Turner which will be released this fall. Participating stores will hold a key contest. Shoppers pick up their keys in IGA stores and then see if the key will unlock a treasure chest at the local theater showing the movie.

A second Hollywood tie-in is also on the boards, according to Mr. Johler.

IGA red carpet service, with an 8'x3' red carpet, is another part of the fall program. Dealers will use this device to promote the personalized services they render individually.

A closed-circuit television operation will be made available this fall, at a cost of about $800 for a complete unit. Store operators will be able to show back-of-store operations, such as the butcher shop. The unit also will be used to advertise in-store specials and for other purposes.

■ Mr. Johler said that IGA members probably constitute the largest group of newspaper users in the country. He estimated their total newspaper expenditure as between $15,000,000 and $18,000,000 annually. Some 3,000 newspaper mats are mailed weekly to member stores.

A new "package store" concept also was unveiled at the eastern region convention. The package store offers retailers a fully outfitted ready-for-business store for a cash investment of less than $20,000.

IGA President Don Grimes said the store probably could be constructed in as little as ten to 14 weeks. He said the new store concept could increase retail sales by $1 billion in the next 18 months.

Combined retail sales of the stores served by IGA's 85 wholesale supply depots in 1960 were reported by Mr. Grimes at nearly $3.5 billion. ≠

Albee Homes to MMG

Albee Homes, Niles, O., has appointed MMG Advertising, Cleveland, to handle its advertising. The company, which has offices in 18 midwestern cities, plans a magazine, newspaper, tv and radio campaign. Robert Meyerson, agency president, will supervise the account.

Briede to 'Tropical Living'

George J. Briede, with Jo Williams Publications, Miami, for the past several years, has been named vp in charge of sales of *Tropical Living*, Miami. The bi-monthly, formerly *Tropical Homemaker & Gardener*, is slated to become a monthly in the near future.

Midlash Joins MacFarland

Arnold Midlash, formerly associated with Kling Studios, Chicago, as a writer, has joined MacFarland, Aveyard & Co., Chicago, as a radio-tv writer and producer.

Foley Joins Tobias, O'Neil

Joseph E. Foley Jr., formerly industrial marketing director of Roche, Rickerd & Cleary, Chicago, has joined Tobias, O'Neil & Gallay, Chicago, as vp in charge of the agency's industrial division. He was previously an account executive of Reincke, Meyer & Finn, Chicago, and advertising manager of Edward Valves, East Chicago, Ind., and several other industrial advertisers.

Spitzer Named Doner Exec VP

Ed Spitzer has been named exec vp of W. B. Doner & Co., New York. He joined the agency last August as vp and creative director.

TOP FOOD MARKET IN CANADA
7TH LARGEST* IN NORTH AMERICA! . . .

In this sales-rich food market the Star does a powerful job for the advertiser with its unmatched coverage of Montreal's English homes . . . Last year the Star carried more food and grocery linage than any other Montreal newspaper (Media Records)

The Montreal Star

Represented in the U.S.A. by O'Mara & Ormsbee Inc.

*Sales Management 1961

YOU'VE GOT A
TAILWIND
IN TEXAS
WITH THE TEXAS GROUP

Take Texas' seven influence cities. Use Texas' seven potent newspapers—The Texas Group—and you've got the wind at your back to sell Texas! These significant seven motivate a market to give you 75% of Texas buying power. Reach out to influence a region in every field!

The food business is a good example. Texas has 210 food brokers. 176 are located in the seven Texas Group cities—to account for 84% of the total! There are 65 food store chains in Texas operating 5 or more stores. These chains, including division offices of national chains—Safeway, A & P, Kroger, account for 1600 food stores. 1304 are located in the seven influence cities, to account for 82%!

The persuasive power of the seven Texas Group cities goes on—to include every phase of activity in a big market. And The Texas Group sells for you—one order—one rate—with 1,068,855 daily circulation and discounts to 23%

The TEXAS GROUP

★ BEAUMONT ENTERPRISE AND JOURNAL
★ CORPUS CHRISTI CALLER AND TIMES*
★ DALLAS TIMES HERALD
★ EL PASO TIMES AND HERALD POST*
★ FORT WORTH STAR-TELEGRAM
★ HOUSTON CHRONICLE
★ SAN ANTONIO EXPRESS AND NEWS

*(Optional)

Represented Nationally by The Branham Company.

HOW MUCH SHOULD YOU SPEND ON a BRA ?
THE ANSWER IS JUST
2.50
Gossard guarantees this bra will fit you more perfectly than any bra you've ever worn . . . or your money back!"
Gossard

QUESTION & ANSWER—*H. W. Gossard Co., Chicago, will run these ads in the September Good Housekeeping for its Answer! bra. A teaser column (left) will ask, "How much should you spend on a bra?" On the over-leaf a b&w page answers the question. Follow-up ads will run in Good Housekeeping in October and November. In another magazine campaign, also scheduled for the fall, the company will promote its Answer-deb and Prom-deb long-leg panties. Edward H. Weiss & Co. is the agency.*

At NRMA Convention . . .

Improve Small Units to Win 'Visual War' with Other Ads, Greenwald Says

Don't Choose Goods on Basis of Co-op Offered, Tannenbaum Tells Retailers

BRETTON WOODS, N. H., June 28—Retail stores of all sizes skimp on creativity and pay inadequate attention to their small-space advertising.

This charge of neglect of small-space advertising was made here this week by Herbert Greenwald, retail advertising consultant and one of the speakers at a three-day sales promotion convention sponsored by the National Retail Merchants Assn.

Other speakers discussed merchant attitudes toward cooperative advertising, retail advertising in general, how to create a store ad style and the need for improved newspaper page makeup.

"Our analysis of small-space advertising from almost 150 newspapers showed too many people don't work hard enough to make their small-space units work even harder for their stores," Mr. Greenwald declared.

'What we saw was mediocrity," he said, "with little or no evidence that these stores made full use of the high caliber creativity that went into larger ads."

Mr. Greenwald added that small space ads are usually produced "without significant consideration for the other competitive ads that usually go to make up a page of small space units."

▪ The page environment is "a significant factor" in determining the best advertising techniques for small-space ads, the consultant said. He illustrated on a large screen two graphic approaches to beat the visual war with other ads—a "walling-off" treatment to keep down visual competition, and the use of large dominant art treatments with layout movement toward the center of the ad unit.

The speaker warned the store men, "This important space must not be given to the lowest man on the creative totem pole. The ads that go into small spaces must not be 'knocked off' between phone calls. The cost per line or per inch is no less for a small unit. Often, it costs more."

Besides being called to task for their attitude about small-space ads, the merchants also were criticized for some of their attitudes about cooperative advertising by Louis Tannenbaum, vp of the Bureau of Advertising, American Newspaper Publishers Assn.

▪ Mr. Tannenbaum said, "Wise merchants buy quality and promotable goods. They don't waste their time being space brokers. Advertising dollars spent on second and third rate merchandise can only decrease a store's promotional effectiveness.

"It is a costly mistake for a retailer to sacrifice his birthright for a mess of linage," he continued. "Sure he should be aggressive in developing co-op programs, but selling advertising is not his business. Co-op advertising is a valuable accessory when he uses it to sell more of the worthy products he would normally buy, even if there were no co-op funds involved.

"Unworthy products that slip through the back door and infiltrate your advertising columns only because of a subsidy rarely go out through the front door," Mr. Tannenbaum said.

▪ Another speaker on the subject of newspaper advertising was O. William Spoor, publicity director of Loveman, Joseph & Loeb, Birmingham, who said that poor, sloppy newspaper page makeup is a "country-wide concern. It is not at all confined to the smaller metropolitan cities. A sloppy job of page makeup that's rather expected in East Cupcake can also happen in one of the country's big papers."

Mr. Spoor said most advertisers are "often at the mercy of a makeup man who cares only about getting a multiple number of spaces together like parts of a building-block problem." He added, "An advertiser's best defense is to control the page completely, or to control enough of the page so that he cannot be hurt by the introduction of smaller irritations."

Mr. Spoor said that in spite of increased newspaper coverage and linage "the actual product has not improved its physical appearance in years." He urged the adoption of a series of firm rules to improve newspaper appearance and readability. This, he said, could "possibly be the biggest single project most newspapers could undertake to improve their product."

▪ Morris L. Rosenbaum, creative director-advertising of Macy's, New York, said there are two great variables in creating effective store advertising—"management and people." He stated that unless there is "good communication within the organization, effective communication to the customer is impossible."

Mr. Rosenbaum gave a ten-point list which he said are basic requirements of a store's advertising style. It must, he said, be:

1. Different.
2. Better.
3. Flexible.
4. Vigorous.
5. Simple.
6. Within reason as to expense.
7. Teachable to others.
8. Long-lived.
9. Reproduceable.
10. A reflection of the store's personality.

He declared that "retail advertising no longer has status.

"We have let it become the second choice," he said. "Glamor now belongs to the agency, the magazine, the design studio—even the pharmaceutical house. We ourselves have not sold the fact that there is probably as much opportunity for a young [art] designer in retail advertising, and certainly as much security."

▪ Kalman B. Druck, president of Harshe-Rotman & Druck, public relations company, declared, "Many advertising and publicity policies followed for the past 40 years are suddenly inadequate and obsolete."

Mr. Druck characterized the emergence of discount stores as "breath-taking." He said they are taking over non-food distribution twice as fast as supermarkets took over the food business in the 1930s.

"It took supermarkets ten years to achieve one-third of the total food volume, while the discount stores have achieved this percentage in non-foods in five years," he said. =

D'Arcy Names Sorenson, Meyer; Boosts Four

Dr. Robert C. Sorenson has joined D'Arcy Advertising Co., New York, as research director, succeeding Pettersen Marzoni Jr., who has joined Associated Merchandising Corp. as marketing research director. Dr. Sorenson formerly was research director of *This Week Magazine* and director of audience research of Radio Free Europe.

Robert Sorenson

D'Arcy has named Albert O. Meyer an account supervisor in its San Diego office. Mr. Meyer formerly was with Leo Burnett Co., Chicago. In St. Louis, Thomas M. Newell, research director, and Joseph T. Donovan, manager of outdoor advertising operations, have been elected vps. William L. Rech and George Benedict, account executives in New York, have been named vps.

Carling Switches Brown

Leo P. Brown, formerly sales manager of the eastern marketing division of Carling Brewing Co., has been appointed sales manager of the midwestern marketing division of the brewer, with offices in Belleville, Ill.

TvQ Rating Leaders

For Nighttime Network TV

June, 1961

Rank	Program	Familiar with Program (based on 100)	TvQ Score
1.	Bonanza (Procter & Gamble, American Tobacco, NBC)	72	54
2.	Wagon Train (Nabisco, R. J. Reynolds, Revlon, NBC)	90	51
3.	Andy Griffith Show (General Foods, CBS)	75	50
4.	The Real McCoys (Procter & Gamble, ABC)	88	49
5.	Red Skelton (S. C. Johnson, Sinclair, CBS)	88	46
6.	The Flintstones (R. J. Reynolds, Miles, ABC)	71	45
7.	Gunsmoke (Remington Rand, Liggett & Myers, CBS)	87	44
8.	My Three Sons (Chevrolet, ABC)	68	42
8.	Rawhide (Several sponsors, CBS)	75	42
10.	Perry Mason (Several sponsors, CBS)	81	41
10.	The Untouchables (Several sponsors, ABC)	74	41

Note—Home Testing Institute arrives at what it calls a TvQ rating by dividing the number of people who say they are familiar with a program (as shown in first column of figures above) into the number terming it "one of my favorites."

Henry Doorly, 81, Retired Publisher of 'World-Herald,' Dies

OMAHA, June 27—Henry Doorly, 81, retired chairman of the *Omaha World-Herald*, died last night in a hospital here.

Mr. Doorly married the daughter of Gilbert M. Hitchcock, publisher, in 1904, and worked briefly as a police reporter. He later switched to the advertising side of the newspaper.

Mr. Doorly was named president and publisher in 1934, when his father-in-law died. Two years later he had the *World-Herald* favoring Alfred M. Landon, Republican candidate for President, breaking the daily's 50-year-old Democratic tradition.

He relinquished his publishing duties in 1950, the presidency in 1955, and the chairmanship in 1960.

The *World-Herald* became a strong campaigner for civic improvement under his direction. Most famous of its campaigns was the "Nebraska plan" which was sponsored in World War II. This drive brought in 135,000,000 tons of scrap metal in three weeks and won a Pulitzer prize for the daily in 1944.

C. ELLIOTT BARB

PHILADELPHIA, June 27—C. Elliott Barb, 60, secretary and account executive of Michener Co., died June 24 after a short illness.

Mr. Barb began his advertising career in 1920 as a copywriter to the old McLain-Simpers agency in New York. He was later transferred to its office here. He wrote and produced commercial motion pictures for Hathen Productions from 1945 until 1950, when he joined the Michener agency.

WILLIAM CALLENDER

SOUTH NORWALK, CONN., June 27—William H. Callender, 41, creative director of Chirurg & Cairns, New York, died of a heart attack June 24 at the Darien Country Club.

Before joining the agency last year, he was copy supervisor of Dancer-Fitzgerald-Sample. Prior to that, Mr. Callender was vp and copy group head of William Esty Co. and earlier, a copywriter of Albert Frank-Guenther Law.

GEORGE W. MEISTER

DAVENPORT, IA., June 27—George W. Meister, 51, account executive of Warren & Litzenberger, died at St. Luke's Hospital June 16. He had been a patient in the hospital since June 4. Mr. Meister served with WMT-TV, Cedar Rapids, before joining the agency in 1955. Prior to this, he operated his own agency in Rock Island, Ill.

RALPH C. GREINER

MENLO PARK, CAL., June 27—Ralph C. Greiner, district manager of *Factory* in Cleveland from 1938 to 1959, died here June 17. He had been associated with McGraw-Hill Publishing Co. from 1926 until 1959, when he moved to California, where he established his own business as an industrial sales consultant. Mr. Greiner was a past president of the Cleveland chapter of the American Marketing Assn. and the Cleveland Dotted Line Club.

FREDERICK LATHAM

NEW YORK, June 17—Frederick J. Latham, 57, pr director of Stephen Goerl Associates, died of a heart attack at Midtown Hospital June 18. Mr. Latham was born in Manchester, England, and became a U.S. citizen in 1938. He had been public information officer for Thos. Cook & Son, New York, for ten years after retiring from the sea as a captain in the merchant marine.

WILLIAM C. GRANT

DALLAS, June 27—William C. (Will) Grant, 74, retired advertising and pr director of Lone Star Gas Co., died June 15 in a Dallas hospital after a long illness.

A former newspaper man, he organized the advertising department of Lone Star in 1928 and remained director until his retirement in 1947. Mr. Grant was past governor of the 10th district of the Advertising Federation of America and past president and a life member of the Dallas Advertising League. =

James B. Wilson Retires as Senior VP of D'Arcy

James B. Wilson has retired as senior exec vp of D'Arcy Advertising Co., Chicago. Mr. Wilson joined the St. Louis office of D'Arcy as a copywriter in 1941, was named a vp in 1945 and was transferred to Chicago in 1954 where he played an integral part in establishing D'Arcy's Chicago office, which he managed for three years.

James B. Wilson

Prior to joining D'Arcy, Mr. Wilson was advertising manager of the *St. Louis Star-Times*.

Ray Named by Ad Academy

Royal H. Ray, chairman of advertising, communications and pr at Florida State University, Tallahassee, has been named national associate dean (vp) of the American Academy of Advertising. He is a past vp of the Advertising Federation of America, and a past governor of its fourth district.

Durham Agency Incorporates

Maynard L. Durham & Associates, Carthage, Mo., has incorporated with Mr. Durham as president. Other officers are Richard F. Ferguson, vp, and Mary Jo Durham, secretary-treasurer.

Reincke, Meyer Execs Form Service to Generate Queries

CHICAGO, June 27—Three executives of Reincke, Meyer & Finn, Chicago agency, have formed a new company, Information Exchange Inc., 520 N. Michigan Ave., which will offer a new inquiry-producing service to companies which sell services or products primarily to business and business men. The trio will continue in their present posts in the agency.

Here is how the new company will operate: Information Exchange will prepare and pay for large-space ads in such magazines as *Nation's Business*. The ads will carry messages from several advertisers offering readers printed data on products or services. Readers may obtain the reading material they want by filling out a simple reply card, which will run as an insert in the magazine facing the ad.

Inquiries will be delivered to participating companies in the form of pre-typed mailing labels, and permanent-record copies. Clients of Information Exchange will be billed on a per-inquiry basis. They will be charged $500 for 100 inquiries, $1,900 for 500 inquiries, $2,900 for 1,000 inquiries and $3,900 for 2,000 inquiries. The cost decreases as the number of inquiries increases. After a client has received 500 or more inquiries, he may return 25% of inquiries over 500 and he will not be charged for these inquiries.

■ A. B. Dick Co., two divisions of Remington-Rand and General Binding Corp. already have signed up as clients. Information Exchange, which will place its ads through Reincke, Meyer & Finn, has tentatively slated its first ad for September *Nation's Business*.

Incorporators of the new company are Charles A. Reincke, Charles Fleming and William S. Hessey, president, vp and account executive, respectively, of Reincke, Meyer & Finn. #

ABC Sells Steve Allen: NBC Adds Sunbeam, Others

ABC-TV, New York, has added four new sponsors for next fall's "Steve Allen Show." Brillo Mfg. Co. (J. Walter Thompson Co.); Calgon Co. (Ketchum, MacLeod & Grove); Consolidated Cigar Corp. (Erwin Wasey, Ruthrauff & Ryan); and Maybelline Co. (Post & Morr) have joined the previously signed Pepsi-Cola Co. (BBDO) and U.S. Time Corp. (Warwick & Legler).

NBC-TV has signed Sunbeam Corp. (Foote, Cone & Belding) for participations next fall in "87th Precinct," "Cain Hundred," and Robert Taylor's "The Detectives," as well as the National Basketball Assn. professional games. Added to NBC's daytime sponsorship roster are Miles Labs. (Wade Advertising) for the new "Burr Tillstrom's Kukla & Ollie," as well as Pillsbury Co. (Leo Burnett Co.); Thomas Leeming & Co. (William Esty Co.); Ex-Lax (Warwick & Legler); Procter & Gamble (Compton, D-F-S, B&B and Leo Burnett); American Marietta Corp. (Turner Advertising); Reynolds Metals Co. (Lennen & Newell); Norwich Pharmacal Co. (Benton & Bowles); Hazel Bishop Inc. (North Advertising); Lever Bros. (BBDO); Bon Ami Co. (Hoyt Associates); and Cracker Jack Co. (Leo Burnett).

Dickson Names Robertson

Dickson Co., Chicago, manufacturer of recording, indicating and control instruments, has named Robertson Advertising, Chicago, to handle its advertising. The company did not have a previous agency.

Ojibway Buys Publisher

Ojibway Press, Duluth, Minn., has purchased Administrative Publishing Co., Greenwich, Conn., publisher of *Catholic Property Administration*. The bi-monthly serves parish priests, diocesan officials and other heads of various Catholic institutions. This is the second purchase of a publishing house by the new Ojibway company (AA, April 10, May 15).

Gibson Joins Hitchiner

David M. Gibson, formerly advertising account manager of United Shoe Machinery Corp., Boston, has been named manager of marketing services of Hitchiner Mfg. Co., Milford, N. H.

Mills Joins Crow

James S. Mills has been named advertising manager of C. C. Crow Publications, Portland, Ore. He formerly was in charge of northwestern operations of Ward-Griffith Co., newspaper representative.

Kendrick Joins Arends

John J. Kendrick has joined the copy staff of Donald L. Arends Inc., La Grange, Ill. Mr. Kendrick was formerly a copywriter of Netedu Advertising, St. Joseph, Mich.

L.A. Sales Execs Name Ginn

J. E. (Woody) Ginn, senior vp and director of sales of Pacific Outdoor Advertising Co., Los Angeles, has been elected president of the Los Angeles Sales Executives Club.

Barber & Ross to Gamble

Barber & Ross Co., Washington, has named Robert M. Gamble Jr. Inc., Washington, to handle its advertising. The company is a manufacturer and distributor of factory-built homes.

St. Anthony MESSENGER
Tap this source of big business. Advertise every month.
SEPTEMBER ISSUE CLOSES JULY 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176
NATIONAL CATHOLIC FAMILY MAGAZINE

MEDIA AND ADVERTISING PLANNERS
Ask your PGW Colonel to show you PERSPECTIVE '61 — a quantitative study of South Florida media.

It takes four newspapers . . . or nine radio stations . . . or the five top national magazines . . . or two other television stations . . . to equal the intensity of daily penetration which WTVJ-Television alone delivers to its hundreds of advertisers. Consider this significant fact the next time you think of advertising in South Florida.

WTVJ CBS TELEVISION IN SOUTH FLORIDA
South Florida's Largest Daily Circulation
A Wometco Enterprises, Inc. Station
REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.
WTVJ
WLOS-TV
WFGA-TV

food advertising in Parade up 23%

FIRST HALF-1961

Among the products on your shelves these are the leaders in advertising to your customers in Parade.

SWIFT'S PREMIUM BACON · QUAKER PUFFED GRAINS · PLANTERS PEANUTS · PILLSBURY CAKE MIXES
PILLSBURY REFRIGERATED PRODUCTS · LIBBY CANNED MEATS · LIPTON TEA · HEINZ BABY FOOD
GERBER BABY FOOD · MAZOLA · KARO · CAMPBELL SOUP · FLORIDA CITRUS · PARKAY · KRAFT DINNERS
KRAFT LIQUID DRESSINGS · BETTY CROCKER CAKE MIXES · GOLD MEDAL FLOUR
MINUTE RICE · JELL-O INSTANT PUDDING · BIRDS EYE FROZEN FOODS

ONE OF A SERIES OF MERCHANDISING ADS APPEARING REGULARLY IN SUPERMARKET NEWS.

The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Advertising Age

Feature Section

Communicators Stage Pow-Wows

Discount Retailing Here to Stay—Weiss

Wolfschmidt Has Perfect Mixture—CM

View from Mad. Ave.—Peeled Eye

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

MARKETING BLUES:

Ungar Tells Sad Story of Sales and Advertising Programs That Failed, Products That Died

By Joseph Ungar
Joseph Ungar Co., New York

No one likes to talk about his failures, but examining them in the cold light of day can help you avoid future mistakes. Here is a series of big failures by big companies—advertising and merchandising strategy that failed, products that died, sales that weren't made—analyzed by marketing consultant Joseph Ungar. The doomed products range from an ingenious razor with a 40-inch-long "ribbon" blade that wound on a reel like camera film ("ends blade handling forever") to a cosmetic with a once-noted name that tried for a comeback. Only one or two companies ultimately converted failure to success, by changing tactics. To avoid embarrassment, Mr. Ungar asked AA not to identify the companies, but to let you guess.

The '60s may set new records in the mad scramble for product introductions, brand position, use of every known wrinkle (and more) in consumer bait. Walk to your supermarket, your drug store, for a quick view. Note the spreading splash of two-for offers, combination deals, on-package discounts, coupons, contests, sales specials, *et al.*

You can no doubt tick off any number of reasons for this nervous tumult and shouting. To me, the most important are these: (1) the horde of me-too products, to justify the gnawing hunger for new items, (2) the copy-cat packaging of like products, as a natural consequence of me-too-ism, (3) diminishing brand loyalty, due to product sameness and (4) the common face of the advertising on similar merchandise.

It all spells out the dilemma of shriveling imaginations, glib imitations, creative inertia. It all adds up to inevitable product deaths, sales stagnation and millions upon millions of dollars flushed down the drain. Otherwise why, in a one-year span, with some 7,000 product introductions in the food and drug fields alone, was there a fade-out rate estimated at 85%?

In many instances, the onrush to meet and beat competition, the impatience for expansion, diversification, new sales dollars, results in those compulsive actions which overshadow logic and reason. You've witnessed it time and again. You'll see it in these case histories:

1

The Razor's Edge

A spanking, brand new idea in a safety razor was brought to one of the country's great companies. It struck the executives as just the ticket for admission to the lucrative shaving field, the proper weapon for giving battle to the kingpin in the field, who commanded a hefty 70% of the business at the time. They grabbed the idea.

A top, top industrial designer was awarded the rich plum for styling the product, packaging it and serving as advisor. The fee, some $40,000.

The principle of this new shaving tool: A continuous 40" blade (single edge), a quarter-inch wide, fed and received on tiny reels, within a compact cartridge which slid into the razor's head. Real neat—no blade changing, no fuss with injectors. A man's answer to "instant" shaves.

Soon the hand models were delivered and put to the test by company brass, important employes, responsible agency personnel. The majority voted (impartially?) the new idea a wow! Yes, some minor complaints were made—so what! This happened on anything new. But one man (an outsider brought in to help with marketing plans) had the gall to list some radical wrongs, while stressing that the thing had great possibilities.

The flaws? The designer, in the honest desire to give the razor balance and heft, had made it an inch and a half longer than the current best seller. It took an entirely new set of habits to shave with it—and universal man is a pretty set guy. With brushless creams holding the bulk of the market at the time, this gooey stuff clogged the rinse pores in the razor head, congealed in the cartridge, made changing the blade (which rolled with the turn of a key) a task for pliers. The rounded ends of the razor head looked nice, but you had the problem of catching the whiskers under your nostrils.

Despite all promptings for caution, for correction, the green light flashed bright. A plant was set up, experienced help procured, expensive equipment installed. The race for production was on. The agency spent time and dollars to research copy approaches—but no one would agree to an objective consumer use study when production models came off the machines.

■ The proposal was then offered to take the product into a couple of modest markets for the initial sales plunge, so that any forthcoming pains would be slight. Instead, the two areas selected covered a population of roughly 2,500,000.

Using every possible trick in the book, this bright new product, priced at $5, moved across the store counters to the tune of better than 30,000 units in about three and a half months. Luckily, the male proved again to be a congenial loser (he detests the inconvenience of returning things—in contrast to the more obstreperous female) and fewer than 30 razors were traded in on the money-back guarantee. Net result to the company: Well over $1,000,000 was lathered out of sight.

2

Price-Cutting Shave

While on the story of shaving, this is the tale of a couple of young fellows who came up with an extremely fine, double-edge blade. They wrapped up this quality product in silk and satin, and priced it accordingly at twice that of the leader in the field—10¢ per blade as against 5¢.

For counter display they used a jewel box, with the brand spotted in a lush velvet setting alongside a colorful simulated jewel. Their small ads reflected the same jewelled tone. The boys made money in a pleasant, polite fashion. No mad chase for volume.

As will happen, along came a price-conscious competitor and bought out this little outfit. The new owners apparently figured this was the "baby" that would help them take after the big brand in the business. And to hasten this pitched battle, the price of the quality blade was halved. Now the race was on equal terms.

You guessed it: That extra-fine product disappeared from view in very short order.

3

The Light That Failed

It was a smartly styled line of cigaret lighters in pocket and table models. They worked well, too, after those first bugs were eliminated. But some five years after their introduction—with a sizable chunk of dough burned up in the process—the light faded out on this line. Why?

The original marketing strategy was right in every respect, proved out well during that first year. In that period, the line was confined to the better retailers—jewelers, finer gift and tobacco shops, several departments in the important department stores. The buyers were cooperative, knowing they didn't face competition from every honkytonk store.

Then came that insatiable, unaccountable ambition to catch up with the mass-marketed leader—the irrevocable decision to snare every possible retail outlet, every possible wholesaler. The long, gradual decline set in, for without the fat budget to match its big-league competitor, the slimming sales figures forced eventual liquidation.

4

Band, $250,000 Lay Egg

It was once a famed name in cosmetics. Important in the '30s when radio was in its heyday, and the company sponsored a band renowned for its sweet, lilting music. Then came the penalty of not changing with the times. Sales slumped from a cheerful $10,000,000 or so to a bottom rung on the brand ladder, and the company sold out in the '50s.

Since fond memories of past successes can color thinking, the company which bought the line decided to revive that golden-toned music maker of the '30s. It directed the agency to dig up that band leader and organize a radio test. The budget: $250,000. The test areas: 20 modest markets.

Next, a merchandising man was invited into the picture. His assignments: (1) To come up with the strategy that would entice quick sales dollars into the till and (2) to set up a program in support of the radio test campaign.

■ When it became apparent that the company had to make a choice of going ahead with the band revival or digging in for quick dollars, the radio test was postponed. Clinching the decision were these two questions:

1. Considering the 25% advertising-to-sales ratio, would that shot at radio produce the returns to justify the cost?

2. How many of the young-age cosmetic buyers—the largest segment of the market—would remember or care about the band king of the '30s?

To rebuild a dying brand with lean dollars takes a nuts-and-bolts, bread-and-butter operation. The safest bet was a highly localized technique to provide ready proof to the trade that you meant

business. To do the job, to win the orders, logic and experience called for the obvious—an all-out co-op advertising drive as the spearhead. Working with the sales and advertising managers, the first step was a specific dollar target. With this sales objective set, the budget requested was $130,000 for a concentrated three-month fall push.

Then the program:

1. The top 40 markets were listed in A, B, C groups.

2. The advertising dollars were broken down for the three classifications.

3. Every account of consequence—department stores and chains—was listed for the respective market groupings.

4. Using known co-op newspaper rates for the individual accounts, the final advertising program was set and fixed space schedules determined for each account. The available dollars dictated ad sizes (300 and 600 lines), and the need for featuring at least two products per ad. The first flight of ads (for the initial four weeks) was used to hammer at a tempting sale special.

■ With a sales manager and six salesmen on tap, territorial coverage was carefully mapped. The promotional gimmicks, the mailings to the trade, an opening wholesaler deal were thoroughly spelled out.

It took long hours, detailed drudgery (which so many shy from) preparation pressures and legwork and more legwork. But the program clicked; it paid off handsomely, a sound foundation for follow-through. The company was urged to continue this hard-core action for at least one more year, with two major campaigns and a minor one to be created for the purpose of brand build-up. But . . .

That soft-pedalled orchestra and the radio campaign won out. Sales tumbled, and not long after the sweet strains of the music faded from the air waves, the company was shopping for the new agency, the new miracle.

5

Problem of Packing

The product was a new $1 skin cleanser. The first fast test was in a city of 250,000. A fairly good newspaper schedule was set for 60 days with two department stores and the local drug chain. The one wholesaler in the area was primed in ample time before advertising broke. His deal for the independents was one bottle free with 11. The brand was well known.

■ Two weeks prior to the opening ad, a spot check of 50 of the 200 drug stores in the area showed a distribution of less than 30%. This was about normal for new product introduction through a wholesaler.

In this case, had the buyer stuck to that over-size deal packing of one free with 11, distribution would have been virtually nil. However, with pressure from the company for more outlets, and no manpower available for detailing stores, the following on-the-spot solution raised distribution to 72%:

■ The wholesaler's men were told to offer the stores one bottle free with an order for only six bottles—with this added promotional twist: The salesmen were provided with stock, instructed to leave the one free bottle with the store when an order was taken. It worked, and the company then resorted to a shelf pack of six units for introductory purposes.

6

Dentifrice That Ran Out

With all its vaunted power of dollars and marketing savvy, with its depth of experience boiled down to scientific blueprints—the mystery behind that liquid dentifrice (which ran off the toothbrush and down the sink) is still a puzzler. Seems humans have a hand in everything—even in giant corporations.

7

Tradition Boxes the Product

Since merchandising is a basic factor wherein adaptations can be applied to like and unlike products, here is another case study in the shaving field—a first-hand experience with tradition-bound thinking.

The manufacturer of a safety razor had a 50¢ sampler package sold primarily in the syndicate stores, as well as other outlets. It was so attractively boxed that despite its cellophane window you couldn't see the product. The brand name and price were depended on for the selling. However, sales were disappointing—a scant 340,000 units in one year.

Since the prime purpose of this package was to entice new users, it was suggested that the razor and its trial pack of blades be taken out of the box and carded—much as so many of the self-selection items featured on counters and racks. A secondary argument for the change-over was the fact that the recommended packaging would cut costs substantially.

When shown the hand-made sample of the card package, the head man thundered. No razor had ever been shipped in anything but a complete box. Dust would spoil the precision instrument, its quality appearance, its performance. The reply: At the turnover rate of the present package, the boxes were dusty as hell.

Some time later, in quiet fashion, and in the confines of a city of 30,000—a supply of carded razor sets was swapped for the boxed models in the few outlets that had them. Non-stocking stores were given six each of the new packing. No advertising, no special displays were used.

On the results of this unexciting test method, and subsequent national distribution, the new 50¢ package produced a volume of 1,000,000 units in less than ten months.

8

Is Salesmanship Dying?

Have you shopped for a standard new car lately—one of the models made by any of the big three? Our last one, bearing a GM label, cost over $4,000. It was four years old when a shopping expedition was undertaken, with the intent of visiting at least ten showrooms representing all the big three.

The wind-up was calls on 14 dealers, including only four who asked for name and address, only two who attempted a follow-up, and only one who tried two follow-ups. That old buggy is still doing us. Not one asked us to take a test drive. Only one exerted himself to lift the hood at an effort to do some selling. All hammered at the price and the deal.

There is something sickeningly wrong when salesmanship of this weak order is permitted. You can expect it in the five-and-dime stores—but when you shop for an item running to thousands . . . ? #

Employe Communications . . .

What Communicators Are Talking About

By Robert Newcomb and Marg Sammons

The program chairman for one of the larger sectional management associations has just spent a week scouting talent for next year's meetings of his own group. He sits in on a few meetings of other associations, carefully appraising the performances of the participants, and when he gets back home, he'll be able to report to the committee the likeliest candidates for next year's programs. "That's how we find the best talent," he explains disarmingly, "and how we avoid the duds."

What program chairmen tend to watch for—as much as the performer—is the subject, acknowledging that a dull or unpromising subject can die even in the hands of the most talented platform operator. It is mighty important, in the particular area of employe communication, to see that the subjects selected are timely and pertinent.

■ Robert M. Snibbe of Employe Relations Inc., New York, as program chairman for the spring meeting of Industrial Communication Council, chose not only good speakers but lively subjects. "How to lower costs and increase profits through communication" was one close to the executive heart. A three-man panel took on "What communication policy is best for multi-plant operations?" The impact of government actions on communication with employes was another topic. ICC felt obliged to include those conventional standbys of communication confabs: How to convince "topside" of the need for and value of communications; measuring communications effectiveness, and employe economic education. However, Snibbe drafted experienced craftsmen in communications to wrestle with each theme.

The American Management Assn., at a recent labor relations seminar attended by more than 100 intent and perceptive industrial relations people, brushed frequently with the challenges of communication. The technique at this particular pow-wow followed the panel method (which seems to be getting more and more popular). There were brief introductions, but the gloves soon came off, the questions poured in to the panelists and the discussions were under way. (Biggest agreed hurdle for 1961-62: Jimmy Hoffa; possible trend that may bear watching: the revival of the labor-management committee.)

■ The panel method was used for a full day at a communications seminar in Milwaukee recently, sponsored by the Public Relations Society of America, Wisconsin chapter. Each panelist discussed a theme for 15 to 20 minutes; at the end of the morning and afternoon session, questions were passed through the moderator to the panelists for reply. These were the main themes: Communications and its relation to automation, and to bench-level economic education; the development of the corporate image; shareholder reports; labor negotiations; internal company publications broadened to reach external audiences; crises in labor-management relations.

These are broad corridors in which communications people travel nowadays; these are deep and significant conversations in which at least some of them engage. A few years ago communicators hassled over such trivial topics as the cheapest way to buy halftones, how to crop photos without taking off heads, and whether personal items should be set in two columns or three. The science of employe communication has moved forward since then; it still has some mighty long strides to make. #

Agencies Ask Us . . .

The Education of Agency Personnel

By Kenneth Groesbeck
Advertising Agency Consultant

Questions on how much agency people should know, before and after being hired, how to pick the right men and women and then make them better, how much time can profitably be spent on education as against that used in the more obvious agency activities—all these are much more important than they seem on the surface.

Kenneth Groesbeck

Too often we lose sight of the fact, do we not, that our business is essentially one which depends on the abilities of individuals. We glibly say we are a service occupation, and then do nothing about making the service better except to worry about the end product of marketing and advertising advice and their implementation in the form of plans and copy.

Agencies succeed in direct proportion to the abilities of their people. While emphasis is now being laid on the financial and corporate management of the big shops as if we were in the business of turning out consumer products in quantity more or less regardless of quality, the picture is very different when one sits in on a conference between the advertiser and the one or more agency people concerned with telling him how to spend his money.

Here you see advice offered for sale, bought only when it appears sound and when it is properly presented. Both of these requirements depend upon the education of the individuals offering the advice.

The education of agency people would seem to be of several varieties.

■ First we have general education—ability to speak and write, knowledge of relevant matters, reasoning ability.

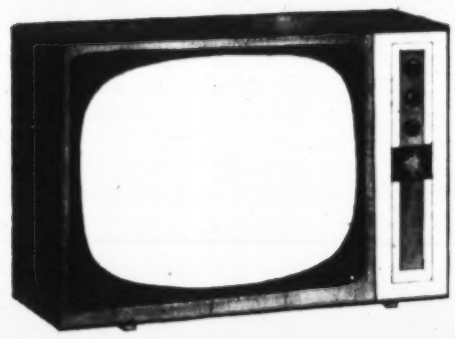
Second, we have specialized education in all the fields of promotion.

The situation is not unlike that of the medical profession. To become a physician, one must have a college education topped by several years of study in medical schools and internship. Additional education is required if the individual aims to specialize.

While in the one case human life is at stake, and in the other only large sums of money, it would be well, I think, if agency heads wondered occasionally if such attention to education as the professions demand might not well be both advisable and profitable for our business.

What is the too-frequent "agency im-

"WHERE THE TV ELITE DON'T MEET"



—headlined *Variety* recently. "There's a growing concern among some top tv thinkers that the medium has lost a vital segment of its audience—the doctors, lawyers, teachers and business leaders. In short, the opinion makers . . . The question isn't 'Is Anyone Out There?' but 'Who's Out There?' And the answer seems to be, not the people who really count . . ."

We'd be the last to try to David a bunch of Goliaths like you chaps in the magic eye business. But look at it this way:

Sport is what smart people do, watch, and talk about these days. If you don't spend a weekend at the Masters, cruise the inland waterway, shoot in the 80's, have a box at the Series, you're just not with it.

SPORTS ILLUSTRATED reaches nearly a million families who are *up there*. Median income $10,835—*double* that of the U.S. as a whole. Nearly 9 in 10 are business or professional men—of those in business, 1 in 3 has already made it to the corner office.

They and their wives are the "tastemakers" that get *your* product rolling, whether it's common stocks or cake mixes. The opinion leaders. Without their original (and continuing) approval most new products would still be in the laps of your management consultants.

You can cover these active sports-minded reachables and touchables with a color page in SI for 13 weeks in a row for peanuts: for what one network half-hour would cost you.

You wouldn't be lonely. Only 4 mags in the land carried more consumer advertising than SI did in 1960. Sounds unbelievable, doesn't it? Better look through the last few weeks' issues and see if your successful competitor is in there.

Sports Illustrated

L. L. Callaway Jr., Advertising Director,
Time and Life Building, N. Y. 20.

age" of today, as seen by advertisers? Cleverness, the ability to make a fast buck, superficiality, irresponsibility?

Would we be better off if we were thought of as responsible, well-educated, soundly based individuals who think before we speak, look before we leap?

Certainly if we believe the latter sort of personnel will build us better agencies and make for success in the real sense, we must buy educated people in the first place, and keep on educating them all during their business lives.

Well, let's abandon generalities and see if we can be specific.

▪ First, it is advisable clearly to define the kind of people you want in your agency, all the way down the line, and refuse to hire anyone who does not meet these specifications. You want honesty, balance, humanity, realism, the willingness to work, the refusal to feel that "the world owes me a living." Write your own ticket, but make it good.

Once these desirable people are on your payroll, begin to educate them in promotional matters, and keep on so doing. Instead of letting your people spend their time adding up figures, clipping tear sheets, writing to someone else's specifications, drawing along pre-laid lines, see that they know why they are doing what they are doing, and what it means in the final product of the agency.

This can only be done by interchange of jobs wherever possible, by frequent get-togethers of the whole agency personnel to discuss their own output and that of other agencies, by some sort of review and examination at reasonable intervals to see if by chance anybody is learning anything.

▪ Give them, as often as possible, practical experience. Observe "The Man from Cunningham & Walsh" behind the retail counter or dispensing gasoline, getting practical experience in selling. Fine idea and excellent promotional slant for the agency.

Give your people credits of some kind, preferably in money, as they obtain and prove added abilities.

Don't expect your people to stay overtime to be educated. Teach them on company time, not on theirs.

▪ Work hard and constantly, you agency owners and managers, to sell your people on the need to know more, to be of greater potential value to your clients. Fight the idea that new ideas are better than good ideas. Get the whole shop sold on the theory that we are in a reputable business, that our customers trust us to advise them soundly, that we succeed only as we help our clients succeed, along sound and constructive lines. Discourage opportunism, snap judgments, fast footwork. Encourage honesty, letting the chips fall where they may, hard work, giving the other fellow his money's worth.

As in the case of the individual requirements, write your own ticket of what you want your agency to stand for. Beware of the ticket that points only to more profits for fewer hours and less work. It just won't work in the long run, however tempting it may seem when the occasional daily double pays off.

To summarize: Get the right people with the right educational background.

Keep on educating them by practical experience, case histories, talks by executives who know what they are talking about.

Hang plenty of carrots in front of their noses in the way of incentives and recognition for achievement.

When you, or your people,—or I, for that matter—stop learning, we are on the way out. =

The Creative Man's Corner . . .

With Imagination and Taste

For those who object to the brashness of advertising, this ad for Wolfschmidt should be completely satisfactory. It is about as far removed from the traditional advertisement as one could expect. There is no package. The product is there, but as used, not as bought. There is no exaggerated claim in large type. The illustration is atypical—closer to art than to advertising.

The practical-minded will ask, of course, "But will it sell?"

The answer is that it probably will. (Our opinion—we have not subjected it to a consumer panel test.) Its very quality will tend to cloak the product it promotes in quality, thus justifying a close to outrageous price for sheer grain neutral spirits.

However, anyone familiar with the cumulative effect of advertising will probably realize that such an ad as this could not prove effective unless other, less arty, more commercial messages had appeared. Otherwise, how understand the reference to the lack of taste? (Smirnoff's advertising, let's be honest, also helped—perhaps more than Wolfschmidt's.)

We like the imagination and taste exhibited. We feel, however, that, basically and essentially, a superiority of product is implied which is not detectable. This would not be the first advertised product, despite this, whose enjoyment came chiefly from the name and label rather than from the product itself. And this requires genuine skill. =

On the Merchandising Front . . .

Is Discounting the Only Answer?

By E. B. Weiss

Department stores, variety chains, drug chains, food chains—*all* are involved, or will soon be involved, with discount outlets. In brief, a broad trend toward low-margin retailing is not merely approaching; it is here—today; right now.

E. B. Weiss

I should remark at this point that I, quite naturally, look upon this tremendously broad trend toward discount retailing with a substantial degree of almost smug satisfaction. This is because I can still recall the somewhat incredulous reaction that greeted a series of articles I wrote for ADVERTISING AGE in 1954 on the then-emerging discount house. In that series of articles I specifically predicted that discount retailing would achieve an enduring niche in our society; and that it would compel great changes not only in all mass retailing, but also in the marketing of practically all manufacturers.

I added to these predictions in a second study I made of the discount operation that was published by Doyle Dane Bernbach in 1957.

I suspect that we are all vain enough to experience an ego-lift when a major prediction that has been bitterly resisted turns out to have been reasonably valid.

However, does this mean that discounting is the *only* retail route to more volume, more profit? Not necessarily. Not at all.

▪ Indeed, when an entire field turns to a single concept with eager unanimity, then an opportunity in the reverse direction is always automatically created for those who do not run with the pack.

This is sometimes called "the law of contrary opinion." At other times, it is described in terms of the old law of physics—every action produces an equal reaction.

But no matter what the semantics—it is unquestionably a fact that the present rush to discount outlets *automatically* opens up retailing opportunities in *precisely the opposite* direction. That opposite end of the pole may be described as carriage-trade retailing.

▪ This doesn't mean that the opportunity for volume and profit in carriage-trade retailing that appeals to the much broader modern version of the carriage trade, will come anywhere near equalling the enormous potentials of the modern forms of discount retailing. That just isn't so. However, there is little question that the modern forms of carriage-trade retailing can achieve a respectable volume.

Moreover, the net profit on every retail dollar of carriage-trade retailing could equal the net profit on perhaps $5 of discount retailing, and might even equal the net profit on $10 of discount retailing.

As a matter of fact, with the concerted rush of the great department store chains, several of the great variety chains, several of the great food super chains, toward discount retailing; we may expect a still fiercer slashing of retail margins. Therefore, it is entirely probable that every dollar of volume of carriage-trade retailing could equal the net profit on even more than $10 of discount retailing.

In any event, I believe that the more unanimous the emphasis on price—the more certain that opportunity will open up for *some* retailers to promote *away* from price.

▪ The more unanimous the trend toward stripped-down stores, toward minimum services, toward narrow inventories—the more certain that opportunity will open up for some retailers in still more luxurious establishments, still more appealing services, still broader, as well as deeper, inventories.

Remember—no *one* form of retailing *ever* took over *all* retailing.

That never happened when this nation was small. It won't happen in a nation of 180,000,000.

▪ It is particularly important to bear in mind that not only will fairly large segments of our population continue to be unimpressed by discount retailing, but other things also will happen that could hold out hope of promising markets in carriage-trade retailing. For example:

First: The trend towards achieving social status by acquiring possessions continues to gain momentum. The social status that may be inherent in possessions

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

It is no longer sufficient to list markets by size alone. We have to look beyond the mere listing of population to qualitative factors such as trends in growth, the potential afforded by net effective buying income, the degree of urbanization characteristic of the market, and various measures of retail sales volume in total and by product category.

In an analysis of this type, Alameda County and its position of leadership in Northern California comes dramatically into focus. While it may rank 20th in national population, it improves on this stand by being 19th in net effective buying income and in percent of urban population.

And, keeping up with the very latest information available, we see every evidence of continued growth in size and quality—giving increasing importance to Metropolitan Oakland as a key marketing area in the western region.

HERBERT ZELTNER, Media Director
LENNEN & NEWELL INC., New York

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

National Representatives:
CRESMER & WOODWARD, INC.

Member Metro Sunday Comics Network

GO BIG.. BE BIG
In the TRIBUNE...

*GREATEST HOME DELIVERED CIRCULATION IN NORTHERN CALIFORNIA

may be traceable sometimes as much to the store in which the item is bought as to the item itself. Discount store labels will rarely confer social status.

Second: Our older people tend to resist somewhat the hurly-burly that is reasonably typical of the majority of retail discount operations. I am not talking here necessarily of our really elderly citizens. I would say that perhaps a considerable number of shoppers who have reached the respectable age of 45 or 50, and who have at least dim recollections of a more sedate shopping age, could at least occasionally be tempted by a retail setup that is not quite so frantic.

Third: We all know that the percentage of our families with substantial discretionary purchasing power is increasing rapidly. A certain number of these families, on certain occasions, will be tempted by carriage-trade types of retail stores.

It is interesting to note in connection with this theory that I am advancing that during the last year or so, as I mentioned in a recent Advertising Age column, there has been a growing market in both tv and stereo for both so-called custom-styled and custom-made cabinets. As a matter of fact, at the bottom of the recession, when tv and stereo were doing quite poorly, the custom cabinet numbers tended to perform quite well.

■ Similarly, as I also noted in that same column, one of the large rug mills is bringing out a line of woven floor coverings that will involve a custom-dye service. The rug is dyed to the customer's order. Later, this mill hopes to offer sizes and shapes of woven rugs cut specifically to the customer's order. That would truly be a custom-made line.

The trend towards not only gourmet foods, but also towards gourmet appliances is part of this carriage-trade market that I am so sketchily describing.

Now, it appears to me that if in an *automated* age we can experience a growing demand for *custom-made* merchandise, then I suspect that in a *self-service discount* age of retailing we may also experience a growing demand for *full service* and even *luxurious* retailing.

Fourth: It is entirely possible that the now universal trend towards self-service will generate the usual reverse action. In other words, when the shopping public is faced with almost a total retail scene involving self-service, some segments will then begin to indicate a willingness to accept a mounting degree of service.

This could become especially true if and when discount retailing begins to lift its margin requirements—something that will inevitably happen. (After all, every one of our mass retailers of today started out as a low-margin retailer.) Therefore, it will seem just good common sense to assume that, in good time, our newer discount retailers will acquire a haunch, a paunch, and a jowl. This will mean a need on their part for larger and larger margins. And that could turn some shoppers back to service stores.

Moreover, some of the traditional mass retailers who are announcing that they, too, will open chains of discount stores are not apt to be able to retail profitably at margins of 22% to 24%. I doubt very much, for example, whether the heralded Woolworth chain of discount stores—which Woolworth forecasts will be the nation's largest chain of discount stores—will be able to cut itself loose from Woolworth's high administrative costs, Woolworth's red tape, Woolworth's intraorganizational rivalries, and other Woolworth policies, practices, and habits that are quite the antithesis of low-margin retailing.

■ Therefore, if and when the public begins to get the idea in its head that in self-service retailing it is taking over a good deal of the retail function, inconveniencing itself in the process, and not winning much of a real price advantage—it may decide in effect "To heck with all of this." Some segments may decide that they want to shop more pleasantly and this, too, may open up worth while markets for carriage-trade types of retailing.

Am I suggesting a *complete* turn away from low-margin retailing for mass retailers? *Definitely not!*

What I *am* suggesting is that, in the rush toward discount retailing, *some* mass retailers will find it wise to pause for a few moments and weigh the potentials that may exist in a reverse-English policy.

The mass retailer, really, must aim to be all things to all people.

■ Decades ago, this was a fairly simple assignment. In that era the masses were of pretty uniform income. Their tastes, their aims, as well as their incomes, were quite standardized. One basic type of mass retailing could, therefore, appeal neatly to the lion's share of the mass market.

But today the mass market is hugely complicated. It contains many strata. Incomes vary considerably. Aims have become more complex—because people have become more intelligent, more sophisticated.

Moreover, our population is now so gigantic that segments of it are now big enough to offer important market potentials. Here, again, it is interesting to note that many manufacturers are just now beginning to "think small"; instead of thinking solely in terms of *national* markets they are bringing out lines and numbers for fractional or segmented markets. And here, again, it would be wise for some mass retailers to take a tip from manufacturers. In other words, some mass retailers should begin to think of store types that would appeal to market *segments*, rather than to think exclusively in terms of stores that will appeal to *everybody*.

Thus, it may very well be that certain mass retailers will wind up with a number of stripped-down low-margin outlets on the one extreme, and super-luxurious specialty stores on the other extreme—plus stores in between that will involve gradations between those two extremes. #

What They Were Saying 25 Years Ago . . .

Paul E. Murphy, advertising manager, Fred Loeser & Co., Brooklyn department store, speaking before the Sales Executives Club of New York (AA, April 13, 1936):

"It seems that we have arrived at a point where advertising, above all else, is supposed to be clever—where certain advertising men are setting such a premium on the developing of gags that they have created a pressure within their brains which is driving them to lengths which will devastate public faith in advertising.

"I expect any day to see a cigaret campaign on the theme, 'Be Fussy About Finger Stains—Smoke Cluckys and enhance the charm of your fingers with a rich, deep Miami brown—not the pale, anemic ocher you get from Sissyfields and other brands'."

Wallace Meyer, vp and director of copy and plans, Reincke-Ellis-Youngreen & Finn, Chicago, speaking before the Engineering Advertisers Assn. (AA, April 20, 1936):

"In talking to engineers, stick to facts, even if you catch their interest by some effective dramatic method . . . No matter how we dramatize our products, we must always remember that the only object of advertising is to help make sales. The influences that lead men to buy industrial products are not love, pride or fear, but money saving, profit and efficiency. The main points they look for are quality, availability and price. The considerations that make the sale are cost, confidence and good will, character, testimonials and facts."

B. F. McLain, Dallas furniture retailer and vp, National Retail Furniture Assn., speaking at a press luncheon opening the winter market at the American Furniture Mart, Chicago (AA, Jan. 13, 1936):

"When I get compliments on an advertisement, I usually find that it doesn't get any results. When everybody starts telling me how rotten my advertising is, I usually find the store full of buyers!"

The Peeled Eye Department . . .

Amazing Advertising Medium Discovery!

By Dick Neff

Skull Practice for Media Men

Jockeying for position at the coin collector on the Madison Avenue bus the other morning we thwacked our head smartly on an advertisement overhead.

Peering up with glazed eyes to see who had sponsored an advertisement in such a strategic locale, we somewhat dimly perceived the signature of Keefe & Keefe, an ambulance service. They also rent wheel chairs.

Dick Neff

Making a mental note of this, as best we could in our somewhat obfuscated condition, we groped our way to a cool, dark corner and nursed our head, wondering vaguely how much their ambulances cost to hire and whether or not their ceilings would make good car card locations for undertaking establishments.

Who knows?—we may turn out to be the Douglas Leigh of the mortuary game.

Are Writers Kempt?

The following want ad was sent to us by Gardner Bradbury, art director and advertising manager of Tek Bearing Co., Stratford, Conn.:

> Mailing List of
> WRITERS
>
> 50,000 authors. Constantly cleaned. $16.50 per M. Get more details from your broker, or from Vantage Press Inc., 120 W. 31st St., New York 1, N. Y. PE 6-1767.

Says Mr. Bradbury: "The attached is from the latest issue of the *Reporter of Direct Mail Advertising*. As I see it, Vantage must have the 'ad' vantage of being near a Turkish bath and perhaps washes the dirty authors during early morning hours to get the rate break."

This we refuse to believe. Writers, fastidious, cultivated, sensitive creative mechanisms that they are, are rarely dirty, and they are much too civilized to be up during early morning hours like a herd of goats.

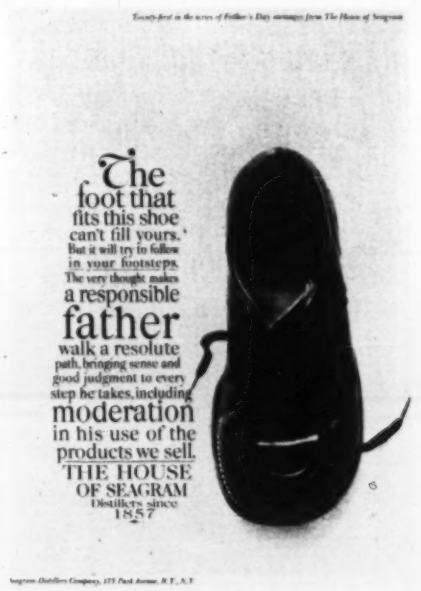
The Music in American Names

The knack Americans have for giving people, products and places names that tinkle little silver bells, ring happy chimes, clang fly-specked cowbells, and sometimes beat great brass gongs in your ear was never more poetically illustrated than in an incident we heard recently about a problem at Colby Junior College.

It seems one of the buildings there is called Belcher Dormitory. Not terribly musical, but several octaves better than the name of an eating spot we ran across once in Oswego, N. Y.—Belcher's Restaurant.

At any rate, nobody worried much about the dormitory's name until somebody in the seed business offered to give Colby a new building. Maybe you've heard the company's name. That's right—Burpee.

Which brings us to the name a small boy sent to Bill Cullen for a name collection he was gathering on his NBC radio show: A sweet little ol' place called Garbage, Kan.


The foot that fits this shoe can't fill yours.
But it will try to follow in your footsteps.
The very thought makes a responsible father walk a resolute path, bringing sense and good judgment to every step he takes, including moderation in his use of the products we sell.
THE HOUSE OF SEAGRAM
Distillers since 1857

Ah, There's Good Booze Tonight!

"It appears that now Seagram is entitled to put the *Parents'* Seal on their products," writes Mitchell Krauss, of J. M. Kesslinger & Associates, New York, alluding to this Seagram ad from what seems to be *Parents' Magazine*.

"Now, I suppose, they'll get to work on the *Good Housekeeping* Seal of Approval," he concludes.

Tsk, tsk, Mr. Krauss. You know better than that.

The very thought makes a responsible magazine walk a resolute path, bringing sense and good judgment to every step it takes, including MODERATION in its use of the seals it awards.

Free Ad Translation and Condensation Dept.

From an advertisement headlined: "How to Avoid a Heart Attack":

"Because advance news of this Special Edition of Wisdom has caused so much excitement and has created so great a demand, all copies are reserved. We are now accepting orders for these reserved copies because of this overwhelming interest already being shown by the American public on the subject of 'How to Avoid a Heart Attack'."

Translation:

First sentence: Because a lot of people want this thing-ding, we may not take your money.

Second sentence: We'll take your money, because a lot of people want this thing-ding. #

VERSATILITY—*Fonda Container Co., St. Albans, Vt., is running its biggest consumer campaign for plastic-coated paper plates. The company is using radio spots in 50 markets and four-color pages and half-pages in magazines. Smith, Henderson & Berey, New York, is the agency.*

Nielsen Service Adds 5 Magazines, 11 New Subscribers

CHICAGO, June 27—Five more magazines will be covered in the next annual Nielsen Media Service report, to be published next March.

The first report, released last March, gave total audience figures for 12 magazines. The five new books to be added are *American Home, Family Circle, Parents' Magazine, Redbook,* and *Woman's Day.*

The original 12 were *The American Weekly, Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Parade, Reader's Digest, The Saturday Evening Post, This Week Magazine,* and *True Story.*

■ Don McGlathery, sales manager for the new service, which was designed to enable advertisers to weigh effective combinations of print and tv schedules, said 11 new subscribers have bought the service, bringing the total to 23. The new ones are *The American Weekly;* Batten, Barton, Durstine & Osborn; *Better Homes & Gardens;* Foote, Cone & Belding; *Good Housekeeping;* Lever Bros.; *Look;* McCann-Erickson; Ogilvy, Benson & Mather; *Woman's Day;* and Young & Rubicam.

This service is designed to measure the reach of magazines and tv in the same national panel of homes. Subscribers get (1) a yearly report on total audiences of major consumer magazines; (2) data on audiences for various magazine combinations; and, on request, (3) special analyses of audiences reached by magazines and tv combinations. #

BBDO Names Three to Account Posts; Elects Four VPs

Batten, Barton, Durstine & Osborn, New York, has named Stanley W. Koenig and Peter Stewart account group heads on the Du Pont account and Alex MacLachlan an account executive on New York Telephone Co. Mr. Koenig formerly was assistant ad manager of Olin. Mr. Stewart held an account management post with N. W. Ayer & Son; Mr. MacLachlan was a copy group supervisor with Ayer.

BBDO also has elected Aaron Beckwith, Delbert O. Fuller Jr., Robert Herzbrun and Gordon H. Lusty vps. Mr. Beckwith is a tv account supervisor and Mr. Fuller an account group head in New York; Mr. Herzbrun is an account group head in the Los Angeles office, and Mr. Lusty is marketing and research director of BBDO-Canada, Toronto.

Child Craft Ups Budget 20%

Child Craft Inc., Salem, Ind., furniture manufacturer, has expanded its 1961-'62 ad budget 20% over last year. Ads featuring the theme, "The grownup furniture for children," will start in September issues of *Living for Young Homemakers* and *The New Yorker.* They will also appear in later issues of *Bride & Home, Bride's Magazine* and *Mothers-to-Be.* Harold J. Siesel Co., New York, is the agency.

Saunders Joins WHLO

Al Saunders, previously operations director of WSBA, York, Pa., radio station owned by Susquehanna Broadcasting Co., has been named general manager of Susquehanna's Akron station, WHLO. He replaces Ted Hepburn, who resigned.

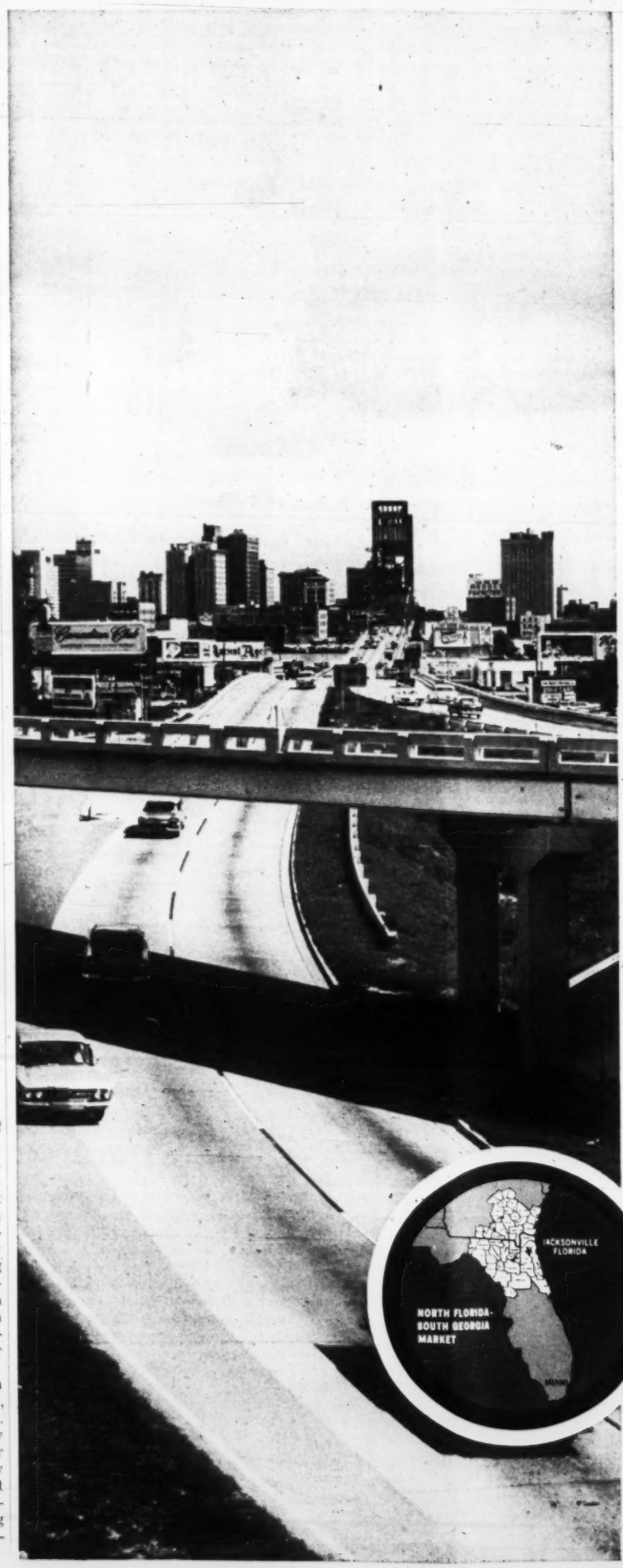
Warnick Gets Kentucky Job

Charles G. Warnick, assistant director of advertising of New York Central Railroad, will become director of tourist and travel promotion of Kentucky, effective July 1. He succeeds Gilbert W. Kingsbury, who has been acting director since January.

Duncan, Butter-Nut Merge

Duncan Coffee Co., Houston, which markets its products in the Southwest, and Butter-Nut Foods Co., Omaha, which distributes its coffee and tea products in the Midwest and on the West Coast, have merged. Both companies said there would be no change in the corporate structures, personnel staffing or distribution. Clay Stephenson Associates, Houston, is Duncan's agency. Butter-Nut's advertising is handled by Tatham-Laird, Chicago (east of the Rockies), and D'Arcy Advertising, Los Angeles (west of the Rockies).

PRESENT PAPERS WITH DIGNITY
SEND $1.00 FOR 10
JIFFOLD PRESENTATION COVERS
(regular $2.10 value)
HOLDS 20 8½" x 11" SHEETS
SOFT • WHITE • DISTINCTIVE
UNIQUE STITCHING
WILL NOT SNAG OR SCRATCH
CLINT LEAP, INC.
737 Locust Corner Road
Cincinnati 45, Ohio



AS JACKSONVILLE GROWS SO GROWS THIS STATION!

New ARB shows WFGA-TV with 50% Share-of-Audience.

The "new" Jacksonville is a city with a changing face. New construction is evident everywhere. But the city's tremendous expansion is not the only thing to watch. According to the March ARB, WFGA-TV is the leading station in metropolitan Jacksonville with a major share of audience 9 AM to Midnight.

See your PGW Colonel for the important story of WFGA-TV's growing dominance in the dynamic North Florida - South Georgia - Jacksonville market.

abc NBC

WFGA-TV
JACKSONVILLE

REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

SPARKLE, DARLINGS—*These stills are from a new spot which Standard International will use to launch its Sparkle Scent Lestoil (AA, June 26). The light-hearted ad shows glamorous Zsa Zsa Gabor, beset by household problems. As she moves languidly from room to room, her entourage of servants cries, "Poor madame. She works so hard." Zsa Zsa recommends using Sparkle Scent. The spot ends with a jingle, "Twice as easy when you use Lestoil."*

GE to Use 3-Minute Institutional Ads on TV 'Theater' Re-runs

NEW YORK, June 27—The freshest stories on CBS-TV's "General Electric Theater" will be contained in the commercials, when GE begins its summer re-run schedule July 9.

Starting then and running through the 1961-'62 season, GE will devote its full commercial time to a three-minute institutional ad midway in the show. About 50% of the commercials in the series have been institutional during the past five years. During the first four years of the series, all ads were of this type.

The company decided to revert to all-institutional ads because of two corporate image studies conducted by Opinion Research Corp. during the past three years, according to Lloyd Nickerson, manager of mass audience communications.

■ The studies revealed that, next to actual experience with GE products, the largest single information source from which people formed their impressions of the company was "GE Theater."

A third depth interview survey is now under way.

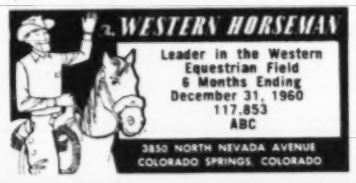
GE's decision also was motivated by the recent adverse anti-trust publicity.

"We felt we had some image-building to do," Mr. Nickerson said.

GE chose the three-minute length, because it felt many institutional subjects could not be told in less time. Among the topics tentatively scheduled for the summer are an electronic heart, the Nimbus weather satellite, airport runway lighting, and the 412L weapons control center. Another ad will explain the principle of stereo fm broadcasting; it will include an interview with the man who invented the GE system.

■ Other commercials will be of a quasi-product nature. One will be devoted to long-range appliance testing. Another, with voice-over and original music, will deal with the importance of progress, showing various ways in which GE products are serving people. Don Herbert, known to millions of children as Mr. Wizard, will continue as GE's tv commercial spokesman.

The company also is planning an institutional print campaign for the fall. Batten, Barton, Durstine & Osborn is the agency for "GE Theater." #



Monks' Bread Uses FM

Ward Baking Co., New York, has bought a coordinated schedule of 2,366 spots on five New England good music radio stations for its Monks' bread. Mass media advertising for this premium loaf had proved disappointing, said Livingstone Advertising Agency, which handled the buy. A trial flight on WPFM, Providence fm station, was used, and sales increased 13.2% in the first 20 weeks, no other media being used. In addition to renewing the Providence station, the advertiser has also signed WXHR, Boston fm station; WCRB, Boston am and fm station; WTAG, Worcester fm station; and WCCC, Hartford fm station.

'Newsweek' Names Two

Curtis A. Schwarz, formerly with Cole & Weber, Seattle, has been named manager of the San Francisco office of *Newsweek*. *Newsweek* also has named Robert E. Levine, previously assistant promotion director of *House Beautiful*, to its sales promotion staff in New York.

PERSONAL SERVICE

The Farley man as a member of an independent media representative team is trained to think as a marketing counselor. His experience with business media and markets is wide and varied. He has access to expert opinion and is well-founded in market research. Remember, the Farley Company representative knows his success depends on how well he serves you.

Markets Served

Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distributing • Mechanical Contracting • Policy Level Management • Savings and Loan • Technical Management

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

For Mid-America Advertisers . . .

BUY This Day

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

ABC-TV Sets Up Sales Rep Unit for Own Stations

NEW YORK, June 27—Following the trend to self-representation, ABC-TV has established its own sales representative arm, ABC-TV National Station Sales, to begin handling the five network-owned stations in the near future, headed by Ted Shaker, formerly with CBS-TV.

The announcement followed moves by other broadcasters to represent their own stations. Last December, Storer Broadcasting set up Storer Television Sales, which will begin handling its five tv stations July 1. In mid-1959, Westinghouse Broadcasting organized a separate corporation, Television Advertising Representatives, and bought AM Radio Sales, a going concern, to sell spots on its group of stations. TvAR and AM Radio have since acquired many non-Westinghouse stations.

ABC-TV, on the other hand, won't be able to go outside its own family because the Federal Communications Commission has ruled that networks must cease representing non-owned tv stations by the end of 1961. NBC-TV and CBS-TV have had their own representative branches, which now handle only network-owned stations.

■ Returning to self-representation after an absence of more than eight years, ABC-TV's latest move has been made to enable its stations to be more competitive in their markets, according to Simon B. Siegel, financial vp of American Broadcasting-Paramount Theaters, and vp and treasurer of ABC-TV. "By creating this sales organization for these stations we are concentrating and strengthening their sales power," he said.

Mr. Siegel emphasized that the network's relationships with the current representatives of its stations have been "happy and fruitful." Blair-TV has been handling ABC stations WABC-TV, New York; WBKB, Chicago; WXYZ-TV, Detroit; and KGO-TV, San Francisco, while Katz Agency has been selling spots for KABC-TV, Los Angeles.

Former director of network program sales for CBS-TV, Ted Shaker will carry the title of vp and general manager of the new unit. Serving with him in the New York headquarters will be Ed Jameson as general manager. Mr. Jameson previously was national director of NBC-TV spot sales. D. Thomas Miller, formerly an account executive for CBS-TV spot sales, will become central division manager in the Chicago office.

An ABC spokesman said the network does not contemplate representation of its owned radio stations. #

CBC Seeks Annual $4 per Capita Grant to Finance Operation

MONTREAL, June 27—A grant of $4 per Canadian—roughly $72,000,000 a year—has been asked by Canadian Broadcasting Corp. In a statement filed with the parliamentary broadcasting committee, CBC suggested this as a reasonable basis upon which to maintain the publicly-owned broadcasting service.

The grant, the statement said, would be established by act of Parliament and would dispense with the existing system of having CBC go to Parliament once a year, seeking funds to pay for its operations. CBC claims the $4-per-head grant should be established for a five-year period, increasing by 5% per year. At the same time, CBC would undertake to raise in advertising and other commercial revenues, a sum at least one-third the amount of the annual grant; or $24,000,000 a year.

CBC says this formula would be a definite relation to the number of people to be served. At the same time it would give the corporation the "appearance of independence from the government," as well as independence in fact.

The establishment of some kind of formula which would provide CBC with longer-term financing than the existing system of annual grants has long been sought. #

WOR-TV's Summer 'Preview' Sold Out to Nine Sponsors

WOR-TV, New York, has sold nine advertisers on the idea of taking advantage of the networks' heavy schedules of summer reruns. The independent station has sold out its two-hour Tuesday night premiere telecasts of post-'50 motion pictures, set for 9 p.m. (EDT), starting June 20. "The Big Preview" will include 12 minutes of commercial time.

Participating sponsors of the 14-week series are: Bristol-Myers Co., for Lady Clairol (Foote, Cone & Belding); Procter & Gamble (Dancer-Fitzgerald-Sample and Leo Burnett Co.); Liggett & Myers Tobacco Co. (D-F-S); Colgate-Palmolive Co. (Norman, Craig & Kummel and Ted Bates & Co.); F. & M. Schaefer Brewing Co. (Batten, Barton, Durstine & Osborn); Best Foods (D-F-S); Food Manufacturers (Ted Bates); International Latex Corp. (Reach, McClinton & Co.); and Chase Manhattan Bank (Ted Bates).

McCann Names McCarthy in L. A., Strandberg In N. Y.

Eugene J. McCarthy has been named media director in the Los Angeles office of McCann-Erickson. Formerly with Young & Rubicam, he succeeds William Belcher, who has resigned. McCann also has named John Strandberg, formerly marketing manager of the Eljer division of Murray Corp. of America, an account executive in New York.

Drug Makers Hit Kefauver Report as Unfair, Illogical

(Continued from Page 3)

not cover all the facts as presented. Rather, they gave the impression of industry guilt—presenting dramatic charges, while ignoring the factual rebuttals in the main."

The report went on to say that the press "hardly was guilty of slanting the news" but that it was conned into "one-sided coverage" by committee tactics such as these:

- Timing of damaging charges to coincide with newspaper deadlines and conversely, scheduling of friendly testimony when it is least likely to get public attention.
- Hand-picking of witnesses to echo the preconceived judgments of the majority staff.
- Ignoring or downgrading even the acknowledged accomplishments of the industry.
- Repeating damaging accusations but hurrying over sober answers to them.
- Building up small business competitors emotionally as Davids confronting heartless Goliaths.

■ On this last point, the PMA-H&K report had this to say:

"It is a curious inconsistency in America that everybody wants the benefits of bigness but is emotionally committed to small independent operations. Whenever a small business man can be painted in terms of an embattled little guy arrayed against a swarm of giants, the American public will side with the underdog.

"Thus the drug investigators seized upon this emotional commitment to the little company to turn sentiment against the larger companies."

The PMA rebuttal drew heavily on transcripts of the hearings in an effort to prove that the industry effectively answered all charges made against it. Dr. Austin Smith, president of the PMA, said, "In the face of this evidence, the repetition of all the tired old charges contained in Sen. Kefauver's report of the hearings is unnecessary and unjustifiable."

Answering charges made by the committee that the industry's promotional expenditures are excessive, the PMA report defended detailing as a means of providing doctors with "vital information on proper use of drugs" and defended advertising as "essential" communications to "guarantee continuous, nationwide availability of needed drugs."

■ The PMA said that while the "advertised brand name is the symbol of quality in virtually all lines of consumer goods," drug makers "are placed in a class of their own, on the assumption quality can be legislated into generic pharmaceuticals."

The PMA said that Sen. Kefauver, on the one hand, "condemns advertising practices by which one company wins and maintains its share of the market," while on the other "he charges that the drug industry lacks competition." The PMA said that while the industry was accused of "brainwashing" doctors through advertising, in the next breath it was accused of spending money on wasteful advertising that had no influence.

Citing from the hearings records, the PMA showed that it introduced evidence to prove that "physicians welcome drug industry communications and acknowledge their value."

The PMA report also cited evidence to show that in many cases the committee wildly overestimated ad expenditures by companies. The PMA pointed out that one doctor who testified at the hearings—Dr. James E. Bowes—arrived at inflated advertising figures by taking the costs of materials received in his office and multiplying by 150,000 (the number of doctors in active practice).

■ The PMA checked Dr. Bowes' figures and found they were 'way off. For example, Wallace Laboratories was reported by Dr. Bowes to have spent $1,548,998 on promotion in one month; Wallace told the PMA it spent only $420,000. Another company was accused of spending $3,600,000 in one month, when in fact it spent only $108,000.

"Dr. Smith's rebuttal took place a week later and did not make the headlines," the PMA noted.

Incidentally, one of the chief villains in the PMA-H&K rebuttal was Paul Rand Dixon, who was chief counsel for the committee and is now chairman of the Federal Trade Commission.

Hill & Knowlton reported that in addition to news editors, the PMA rebuttal was being sent to the medical and pharmaceutical press, "down to and including state journals," editors and columnists, every member of Congress, large libraries and "certain national opinion leaders." ≠

Kefauver Report Blasting Drug Industry Is Issued

WASHINGTON, June 30—The long-awaited Kefauver drug report on a Senate subcommittee's investigation of prices and practices in the drug field was issued today. The 260-page report contains essentially the same findings as reported two weeks ago by ADVERTISING AGE (AA, June 19).

The subcommittee found, according to the report, "excessive and unreasonable drug prices and profits," which it said were caused by a number of factors, including patent agreements, advertising costs and control over prices.

The report charged that the drug industry spends $750,000,000 yearly promoting drugs by brand name. "The committee estimates that these promotion expenses are about four times the total funds available to all medical schools in the U. S. for their educational activities," the report stated.

■ It also was charged in the report that "testimony before the committee revealed a direct connection between the high cost of drugs and the manner in which they are advertised and sold. The largest drug manufacturers spent an average of 24% of the sales dollar on promotion and advertising to doctors.

"This is in part for the purpose of persuading doctors to prescribe by trade name rather than by generic name. The result is that consumers have to pay prices which are several times the prices for the same product sold under generic name," the report said.

■ In a minority view, Sen. Everett Dirksen (R., Ill.) and Sen. Roman Hruska (R., Neb.) singled out the $580,000,000 figure cited in the majority report as the amount spent for advertising by the 22 largest drug companies for criticism. They said: "Actually, any fair appraisal of the economics of this business would indicate that this figure is a conservative sum to promote the myriad of new and complex products to the medical profession." ≠

Rollins Names Crow

William Crow has been named director of quality control and program development of Rollins Broadcasting, Wilmington, Del. He formerly was director of public relations.

Last Minute News Flashes

F. E. Compton Names Dancer-Fitzgerald-Sample

CHICAGO, June 30—F. E. Compton & Co., encyclopedia publisher, has named Dancer-Fitzgerald-Sample to succeed Schwab, Beatty & Porter, New York, on its account. Daniel W. Foster, newly appointed director of advertising, sales promotion and pr, said the company, which was bought by Britannica earlier this year (AA, Feb. 27), plans a "substantially accelerated" promotion program. Mr. Foster formerly was ad director and sales promotion manager of Field Enterprises Educational Corp. (McCann-Erickson, Chicago, is agency for Encyclopaedia Britannica).

'Digest' May Buy 'Coronet' Subscription List

NEW YORK, June 30—*Reader's Digest* is negotiating with *Coronet* with a view to acquiring the latter's subscription list. If successful, the *Digest* would suspend publication of *Coronet*, fulfill its subscription obligations with copies of the *Digest*, and use the list to solicit new subscribers for the *Digest* book and records clubs. Esquire Inc., owner of *Coronet*, said today that "nothing has been finalized with anybody" on the sale of the magazine.

F&S&R Resigns Houston Chemical as Billings Drop

NEW YORK, June 30—Fuller & Smith & Ross has resigned the Houston Chemical Corp. account because 1961 billings will be below the agency's minimum. F&S&R declined to specify what the minimum is. About a month ago Houston sold the trademark and inventories of its glycol anti-freeze, Peak, and its methanol brand, Norway, to Mineral Industries, Chicago.

McCann Places Hilton Drive; Other Late News

- **McCann-Erickson**, which in April succeeded Needham & Grohmann as agency for Hilton hotels in Hawaii, Mexico, Panama and the Caribbean, will launch a pre-fall campaign in *The New Yorker* on Hilton's "personnel image." Weekly b&w page-plus-column units, running "more than a half year," will show candid closeups of Hilton employes and be headlined, "The warm friendly smile is unmistakably Hilton." Needham & Grohmann is the agency of record for Hilton Hotels Corp.
- **McCall's**, which earlier announced it would accept a limited amount of liquor advertising, has changed its mind. At present, due to "second thoughts and consideration," *McCall's* does not plan to accept liquor advertising in the foreseeable future. Edward Miller, *McCall's* publisher, said reaction from advertisers and agencies had been favorable. It was believed that Arthur Langlie, president of McCall Corp., opposed the acceptance of liquor in a family magazine.
- **R. C. Henley**, formerly national marketing manager of evaporated milk of Carnation Co., has been named director of sales of Green Giant Co., Le Sueur, Minn.
- **The Senate** on June 29 voted to uphold the administration's plan to reorganize the Federal Trade Commission, after the Senate government operations committee had voted 5-4 to reject the plan. The reorganization, effective July 8, gives hearing examiners more power to decide routine cases, freeing commissioners for rule making. Meanwhile a revised Federal Communications Commission reorganization bill is being circulated among subcommittee members of the Senate commerce committee.
- **Gino Corp.**, Milford, Conn., which has been placing ads direct in New England for its Gino spaghetti sauces, has named Chalek & Dreyer, New York, for a $100,000 campaign to introduce the products in New York. Set for September, the drive will use 18 newspapers, *Grocer-Graphic* and *Modern Grocer*.
- **The U. S. court of appeals** has directed the Federal Communications Commission to consider Philco Corp.'s protest against renewal of a license for NBC's station WRCV-TV, Philadelphia. FCC had refused a hearing. NBC is required to sell the station under a Justice Department consent decree.
- **The House post office committee** June 29 revived the administration's hopes for a postal rate hike by voting 13-8 to reconsider last week's tabling of the measure. The committee agreed to take a look at a scaled-down compromise bill July 11. The new bill (H.R. 7927) would pare down second and third class rates from what the administration had asked originally. The new measure also specifies that responsibility for determining the "public service" share of postal costs is to be left to the Postmaster General, and provides him with a guideline to help determine this cost.
- **Gordon S. Miller**, former administrator of advertising of United Motors Service division of General Motors Corp., Detroit, has joined Beeson-Reichert, Toledo, as chairman of the plans board.
- **Bristol-Myers Co.**, New York (Doherty, Clifford, Steers & Shenfield), will promote Mum cream deodorant in 10 participations per week on ABC Radio's "Breakfast Club" and news shows, plus five per week on CBS Radio's "House Party" and news, starting July 3. The schedule, which will run through December, includes minute and 30-second commercials.
- **Charles F. (Bud) Barry** has been named head of the radio-tv department of Young & Rubicam, New York. He succeeds Mort Werner, who resigned to join NBC. Mr. Barry has been with Y&R two years.
- **Harry T. McGowan**, assistant advertising director of the *Boston Herald-Traveler*, has been promoted to advertising director to fill the spot vacated in January by George E. Akerson, who was then named assistant publisher.
- **J. Walter Thompson Co.** is closing its Hollywood tv publicity operation. Batten, Barton, Durstine & Osborn, with "practically no business" there and "only one pr man" in Hollywood, has decided "not to unionize him." The moves come after International Alliance of Theatrical Stage Employes announced only union members would be allowed on telefilming sets. IATSE scale for senior pr people is $245 weekly.
- **Crosley Broadcasting Corp.**, Cincinnati, will offer this fall a new rate structure for the 40-plus-second station break. Designed as "an incentive toward reducing the number of commercial interruptions," it will give advertisers twice as much time at a cost only 65% higher than a similar rate is offered for 30-second units *(for other news of the lengthened station breaks, see stories on Pages 8 and 22).*

Doctors Vow to Aid Drug Makers' Fight Against U.S. Controls

(Continued from Page 1)

the warm personal relationship existing between doctor and patient. Another resolution passed here pledged the AMA to "solicit the support of all national organizations interested in preserving free enterprise and, collectively, conduct an aggressive and vigorous national campaign through all communication media."

■ AMA's thinking on this subject was placed on the record in an editorial appearing in this week's convention issue of the *AMA News*. This editorial advised doctors that "one way to build up a bad image for AMA in the public eye is to complain repeatedly in public that its image isn't good." The editorial also stated:

"The American Medical Assn. is engaged in a historic struggle which goes to the very roots of our republic. It's a vicious contest, unrelenting and often violent. Now is no time for faint-hearted criticism. It's time for blood and backbone, a time to stand up and be counted."

The AMA is scheduled to be the first witness when the Kefauver drug hearings resume in Washington next Wednesday, and the association made it clear here this week that its testimony will be in support of the pharmaceutical industry.

■ A key proposal of the Kefauver committee is that doctors be enjoined to prescribe drugs in terms of generic rather than brand names. In the past the AMA has approved such prescription practices for welfare patients, but this week it passed a resolution expressing firm opposition to "compulsory use of generic names." The resolution stated that the AMA had no objection to doctors using generic names but did "oppose the compulsion inherent in this kind of proposal."

■ In a special resolution, the AMA disclosed that its testimony next week will oppose the Kefauver-Celler legislation which would authorize the Food & Drug Administration "to determine the efficacy, as well as safety, of a prescription drug prior to the approval of the new drug application."

The AMA explained that its opposition was based on "the conviction that a decision with respect to the effectiveness of drugs was dependent upon extended research, experimentation and usage." The AMA resolution added: "The marketing of a relatively useless drug is infinitely less serious than would be the arbitrary exclusion from the market of a drug that might have been life saving for many persons."

■ With regard to the marketing of new drugs, the AMA itself planned to play the role of broker to doctors. The association announced here that it is moving ahead with a "drug information program," designed to provide physicians with comprehensive information about new formulations. One tool in this program will be an annual volume covering drugs and their usage.

Although the Kefauver committee dampened the promotional zeal of many companies, members of the pharmaceutical industry put on their customary spectacular displays in the convention exhibit area at the New York Coliseum. Every major producer was represented, several with eye-catching free-form exhibits. It also seemed, judging from crowds around the Revlon and Johnson & Johnson booths, that doctors and their wives have lost little of their enthusiasm for free samples. ≠

Warner Horsley Nybo Ross Carter Harris McAtee Larsen Sassard Harlowe Long Patterson

AT THE AAW—*Swapping pointers at the Advertising Assn. of the West convention in Seattle are Bob Warner, KMON, Great Falls, Mont.; Frank Horsley, Pacific National Advertising Agency, Seattle; Ken Nybo, KBMY, Billings, Mont.; Bob Ross, Nalleys, Tacoma; Nels Carter, Los Angeles, and King Harris, San Francisco, both of Fletcher Richards, Calkins & Holden; Lex McAtee, ad manager of Frederick & Nelson, and new president of the Seattle adclub; Roy E. Larsen, Time Inc.; Jack Sassard, Schilling division, McCormick & Co., San Francisco; Dave Harlowe, Blanchard-Nichols Associates, Los Angeles; Harvey Long, Seattle, and Ed Patterson, Hollywood, both of TV Guide.*

AAW Eyes Possibility of Merger with AFA

(Continued from Page 1)

confirm the appointment of the committees, and voiced approval of the action taken.

■ **Roy E. Larsen,** chairman of the executive committee of Time Inc., who opened the three-day session with a statement of advertising's basic responsibilities to itself and to the consumer, set the tone for the convention.

Advertising, Mr. Larsen said in his keynote speech, must not only perform its basic responsibility of marketing goods and services, it must also "respect, and demonstrate that respect for," the intelligence of the consumer.

The ad business, he continued, must "recognize today's consumer for what he is and tomorrow's for what he will be. If advertising is to earn the attention and respect of the consumer, it must in turn demonstrate respect for the consumer and his intelligence."

■ It's also necessary for the industry to "keep faith with the consumer," Mr. Larsen said. "The temptation to reach out toward short-term objectives in advertising is so great that the long-range goals are set aside. The loud and abrasive appeal, aimed at reaching a quick sales objective, can damage these long-range goals completely out of proportion to what an advertising campaign accomplishes."

Advertising also has the responsibility to continuously inform the consumer of its function and the role it plays in the over-all economy of the country, he said.

To answer the critics of the business, Mr. Larsen suggested, advertising should work to produce more effective ads. "The consumer, despite what critics say, wants to be helped with his decisions and wants to be made aware through advertising.

■ "Another answer to these critics," he continued, "is the reasonable, professional statement about advertising. Advertising's case must rest with the people, and it is important that the case be stated. Too often such statements are made at advertising meetings and conventions and remain in the family. Not often enough are they made when the public is listening in."

Lastly, Mr. Larsen said advertising has a responsibility to maintain strong communications media. "The support of media through advertising, like the support of education by the public, is long-range," he said. "This support affects our children and grandchildren. Thus the support we give a good educational system is an investment in the future, while the support advertising gives to a good communications system is an investment in how well informed our citizens will be and how high their standards will be in the future," he said.

■ **Donald S. Frost,** vp of Bristol-Myers Co., explored the problems involved in maintaining truth and taste in advertising and in combatting deceptive and misleading ads.

The advertising business, Mr. Frost said, has the responsibility to turn out ads that do not bore or berate; that do not shout when they should speak; that do not boast when they should convince, and that do not exhort when they should explain.

Responsibility in advertising, he continued, "means the preparation of advertising that not only says what it means, but means what it says as well—advertising based on the firm foundation of believability; advertising which spurns the inflation of the insignificant; advertising that you or I and the family next door are going to read, heed and be guided by," he said.

He warned that by not meeting these responsibilities, the ad business runs the risk of increased governmental interference.

■ Despite the industry's "overwhelming acceptance" of its responsibility to tell the truth to the public, there is some need for governmental restraint which will always exist. The government, however, also has a responsibility to "look upon the advertising business as partners in a common cause, the cause of serving the public," he said.

"I would hope the legislators, particularly, would make themselves aware of what advertising is and how it works before acting on legislation related to the advertising process," he added.

■ **Frederick W. Ford,** Federal Communications Commission member, speaking from the government side, urged the AAW members "to be ever mindful of your own advertising codes and of those of the broadcasting industry as a means of preserving as much self-regulation as possible.

"This is essential, for I believe that advertising, insofar as radio and television are concerned, is an integral part of show business," he said. "I completely agree with the concept that show business must be left free and unshackled or its creativeness will be destroyed.

"If the fear of government intervention is unreasonably overemphasized, people will lose their initiative and their capacity for good showmanship. But without the personal discipline that must accompany freedom in this respect, however, restrictive measures will undoubtedly follow," he said.

Mr. Ford urged the AAW membership to maintain high standards in advertising, particularly in broadcasting, by putting pressure on media. "I urge you to assist in every way you can the efforts of the leaders in broadcasting to limit any advertising abuses which are either incipient or exist, to the end that broadcasting will more fully achieve its destiny of service to the public," he said.

■ The question of ethics and responsibilities of advertising carried over into Tuesday's session, most of which was concerned with problems of advertising education and with drumming up support for a fund raising campaign to support the American Academy of Advertising, the educational arm of AAW.

■ **Don Belding,** a founder of Foote, Cone & Belding and now a part-time consultant and teacher, urged the AAW to support the American Academy of Advertising as a means to improving the image of the advertising business specifically and the free enterprise system generally.

"Advertising leadership has been diffused and in some cases badly misguided as in the nolo contendere agreement on the commission system which built the business," he said.

"The quiz show scandals hurt advertising, not mortally, but morally, in the minds of our people. The profession degraded itself by allowing such goings on and by not policing itself. But no profession is perfect. Doctors have their quacks; lawyers their shysters, teachers their incompetents. But basically, those in these professions are honorable people devoted to honesty and to America. And the same logic applies to those in the advertising business.

"I'm concerned about the teachers of business who say that advertising is an economic waste. Who is going to give them the understanding they need to judge advertising correctly?

■ "I'm concerned about students who have been and will now be going overseas in great numbers. What will they say about advertising when Communist youths laugh at it in their presence?

"I'm concerned with the social science teachers who state that advertising, by urging people to buy more than they need, causes distress and misery.

"I'm concerned with advertising leaders who have backed away from responsibility.

"I'm concerned that the teachers of advertising in our secondary schools, colleges and universities do not get the full support they must from their own deans and from the advertising business.

"All of these concerns," Mr. Belding concluded, "point to a new need for an understanding of risk capitalism, our free enterprise system, and the place that advertising plays within it.

■ "Twenty-two years ago a major problem was advertising education in the institutions of higher learning. It is still the major problem, but now it is far more important. Understanding of our basic economic system and how advertising operates within it is essential to our own survival.

"Now you have the teachers of advertising in the institutions of learning organized (under AAW) to stand behind advertising and not discredit it. We would be stupid indeed if we did not back these men to the limit in everything they ask. By this action we will have at least acknowledged the need for understanding and will have done something about it."

■ A highlight of Tuesday's session was a panel discussion among admen and advertising educators on what's good and bad about advertising education.

Here's a rundown on some pertinent points made during the session:

• **Jack Graham,** managing editor, ADVERTISING AGE, suggested that it might be a good idea to "educate the educators," particularly those academicians who in the course of teaching a subject like economics, consistently criticize advertising as wasteful and superfluous. He suggested that educators concentrate more on advertising's role in the marketing function and, similarly, marketing's role as an integral part of the larger field of economics.

• **Don P. Campbell,** general manager of the *Vancouver Columbian*, suggested that teachers of advertising concentrate less on general courses and more on such nuts-and-bolts topics as salesmanship, copy, art and the like.

• **Robert H. Schmelzer,** vp of Benton & Bowles, said that too many universities instruct students on advertising in one course,

Going Borland Case Hopkins Estey Light Mrs. Allen Allen Pearson Mullins Swinelar Basom

WESTERN ADMEN—*Chatting at the AAW convention in Seattle were Clay Going, BBDO; M. C. Borland, J. Walter Thompson; Storrs J. Case, Martin R. Klitten Co., all of Los Angeles; Bill Hopkins, KVIE-TV, Sacramento; Don Estey, Bob Light and Mr. and Mrs. George Allen, all from Hollywood (Mr. Allen is the new president of the Hollywood adclub); Harry S. Pearson, McCarty Co.; F. G. Mullins, McCann-Erickson; Paul Swinelar, KOMO-TV; and Dick Basom, Sunset Outdoor Advertising, all of Seattle.*

and then knock the business in another. He said colleges should not "corrupt the students in other courses and then turn around and attempt to teach them advertising. Our universities need to pay more attention to the students' future in business and not turn out graduates who are negatively self-conscious about working in the advertising field.

"If some of these instructors are going to continuously criticize advertising in their classrooms, they should at least give the marketing-advertising side equal time," he added.

He suggested that standards of ad education could be improved and advertising's academic image bettered if practitioners would work more closely with colleges and universities, and participate directly in education as lecturers in the classroom.

• **Robert E. Mangan**, formerly with BBDO and currently with the graduate school of business at Stanford University, said that "most practicing admen are so preoccupied with everyday affairs, they largely ignore the long-range future of the business, such as recruitment of top student talent for advertising work."

He suggested that the advertising industry do more missionary work in attracting graduates, provide more opportunity for summer work in agencies and departments, increase starting salaries so advertising could compete more effectively with other industries in obtaining talent and, finally, maintain closer contacts with schools via participation in lectures and workshops.

• **Robert V. Zacher**, of Arizona State University, also urged greater participation by advertisers and agencies in formulating curricula and suggesting improvements in existing college programs.

"If advertising people sincerely believe we should have professional training, then the country's major ad groups, such as AAW, Advertising Federation of America, American Assn. of Advertising Agencies and others should say so and say so loudly. They should also spell out what is wanted and what is needed, and assist in providing information to improve the training," he said.

• **Charles L. Allen**, of Oklahoma State University, listed several areas in which the advertising business itself could help boost the level of advertising education.

"First of all, don't knock the competition or the business," Mr. Allen said. "We often invite advertising men to speak in the classroom and then they tell the students what a rat race advertising is. Also, agencies and advertisers should give students access to information about the field and also access to facilities," he said.

In other areas, he said, advertising practitioners should provide scholarships for study, invite teachers to participate in advertising meetings and functions, set up summer internships for students and teachers, investigate what's being taught in colleges and make suggestions for improvement, and lastly, use teachers as consultants in non-educational areas of advertising.

NEW OFFICERS—*Lee Fondren, station manager and sales director of KLZ, Denver, is all smiles following his election as president of the Advertising Assn. of the West. With him is AAW's new vp-at-large, Josephine Brooker from Great Falls, Mont.*

■ **Emerson Foote**, president of McCann-Erickson, speaking at the final session Wednesday, urged greater participation by advertising people in government affairs and advisory groups.

The murky image of advertising, Mr. Foote said, is largely due to a "lack of respect for the consumer." A consumer, he continued, "must not and cannot be thought of as someone to be badgered into buying something by endless repetition of not-too-pleasant, not-too-tasteful, and not always truthful harangues.

"If I believe anything else about advertising, it's that advertising should be, can be, and must be, both pleasant and honest as well as effective.

"And there is nothing less helpful," he continued, "than handwringing and the wearing of hairshirts. As an industry, we certainly have much more to be proud of than we have to regret. But we know that we can elevate our standards of effectiveness and of ethics, and I believe that most advertising people are working hard in that direction now.

"And we should certainly get over our hesitance in telling people about the good things we are doing. A lot of public ignorance about the good side of advertising is strictly our own fault. The economic facts in favor of advertising cannot be challenged, and it is high time that we gave more than lip service to the idea of telling the public our story," he said.

■ **George Head**, manager of advertising and sales promotion, National Cash Register Co., speaking on how advertising can tell its story to the public, urged the AAW to support industry-wide campaigns, such as National Advertising Week, and to "dispel the popular public misconceptions of the role advertising plays in the economy."

He suggested placing emphasis on advertising's role as an "energizing force" in the growth of the nation's economy and as the best means of creating a mass demand for mass production. "This is advertising's basic story," said Mr. Head, "and it is a story that should be told publicly every day in the year. Whether you are advertising a product, or advertising advertising, if you have a good idea you should stick to it."

Wednesday's afternoon session was devoted to topics of a more nuts-and-bolts nature.

■ **Jack Cunningham**, chairman of Cunningham & Walsh, talked on the nature of creativity, AAW award-winning ad campaigns were shown by David Botsford Jr., of Botsford, Constantine & Gardner, for Japan Airlines; King Harris, of Fletcher Richards, Calkins & Holden, for Folger's coffee, and Robert C. Garland, for Pappy Homes. The three campaigns won the AAW Complete Campaigns awards.

In another award presentation, Joseph M. De Nardo, representing the Tucson Advertising Club and the University of Arizona, won the top prize in the Ayres three-minute speaking competition for junior club members.

■ **Lee Fondren**, of the Denver Advertising Club, was elected president of AAW for the coming year (*see "Adman in the News" on Page 26*). His club will host next year's joint meeting of AAW and the Advertising Federation of America. Bob Hennings, Los Angeles, was named senior vp; Josephine Brooker, Great Falls, Mont., was elected vp-at-large; Walter Terry, San Francisco, will be the new secretary; and Herb Price, Salt Lake City, was named treasurer.

Perpetual club and individual awards for 1961 went to the following:

Advertising Council award (for the best public service activities by any advertising club)—Denver

Kirschner trophy (for the most complete and effective work in promoting Advertising Week in its community)—Salt Lake City.

Don Belding award (for the best overall activity of a club on the advancement of business)—Denver

Arthur E. House sweepstakes award (for the best over-all activities of the year by an advertising club)—Denver

President's trophy (for the best overall activities during the year by a junior adclub)—Phoenix Junior

Printers' Ink trophy (to the club doing the best work in furthering advertising improvement and education)—Los Angeles Women

Ramsey Oppenheim award (to the club president who contributed the most to organized advertising in the West)—Paul Krueger, outgoing president of Pasadena Advertising Club.

Runyon Frost Kull Lewis Price

CONVENTIONEERS—*Taking time out to pose for the cameraman at the Advertising Assn. of the West convention in Seattle were Everett Runyon, California Packing Corp., San Francisco; Don Frost, Bristol-Myers, New York; Marvin Kull, Lindgren Turner Co., Spokane; Bob Lewis, Lincoln First Federal Savings & Loan Assn., Spokane; and Herb Price, Newspapers Agency Corp., Salt Lake City.*

Motley's Hat Gets Tossed into Ring

SEATTLE, June 28—Cries of "Motley for President" may soon be sounding across the land, as a Los Angeles agency man—unbeknownst to Mr. Motley—today tossed the hat of the president of *Parade* into the national political ring.

Speaking to the convention of the Advertising Assn. of the West, Rod Mays, head of Mays & Co., suggested that the advertising business launch a concentrated effort to put its people into politics.

"If the U.S. government hasn't the brains to use advertising's capabilities, then it's time for advertising people to get into the U.S. government," said Mr. Mays.

One good way to start, he said, would be to campaign to replace the current occupant of the White House with Arthur H. (Red) Motley, president of Parade Publications and boss last year of the U. S. Chamber of Commerce.

■ "There's a man to move the country if you can give him the right platform to speak from, and the right backing to carry him," Mr. Mays said. He added that, despite his obvious admiration for Mr. Motley, he hadn't cleared the nomination with him beforehand.

"He's on the other side of the country, and the most he can do is cuss me out on the phone," Mr. Mays told the convention. =

Want to "go easy" on the cocktails before lunch...?

Perhaps, like so many men and women, you find the ordinary cocktail a bit too strong. What to do? Dubonnet is the delightful answer... discovered long ago by the French. Along the boulevards of Paris, you'll find fashionable people enjoying gentle Dubonnet —straight...on-the-rocks...or with soda. And it costs less than other drinks, too! There's nothing in the world like Dubonnet Aperitif Wine • Product of U.S.A. • Schenley Import Co., N.Y., N.Y.

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Collins Radio to Consolidate Dallas Account in One Shop

DALLAS, June 29—For the past three weeks Collins Radio Co. has been holding a series of meetings with its Dallas agencies—Tracy Locke Co. and Don L. Baxter Inc. —in accordance with its plan to consolidate its advertising placed here in one of these two agencies.

For the past two years, the two agencies have handled two-thirds of Collins' total annual billings of $750,000 to $1,000,000. One-third of the billings has been handled by W. D. Lyon Advertising for the Cedar Rapids division, and Lyons will continue to do so, according to John M. Haerle, who was recently promoted to the post of director of advertising and public relations for Collins.

Mr. Haerle told ADVERTISING AGE here today that a decision on the Dallas agency will be reached within two weeks. The advertising budget for the next fiscal year, which starts Aug. 1, has not been set, but it is expected that there will be an increase. One reason given is the fact that advertising appropriations will be set up for the new division, communications and data systems, which was formed last November with the return of Mr. Haerle and Louis Breuer, public relations director, from Cedar Rapids after an absence of more than a year.

■ Responsibility for all of Collins' advertising and public relations will be lodged here. Placement of advertising for all of the nine Collins' divisions and subsidiaries except the Information Science Center, Newport Beach, Cal., and the Cedar Rapids, Ia., divisions will be made here.

Announcement of the transfer to Dallas of Mr. Haerle and four other officers in Collins' central management group from company headquarters in Cedar Rapids was made last week. Mr. Haerle, who was named director of advertising and public relations earlier this month, succeeds R. S. Gates, Collins exec vp, who was serving as acting director of advertising and public relations. =

Porter-Cable Machine Moves Account to Marsteller

Porter-Cable Machine Co., Syracuse, which was purchased by Rockwell Mfg. Co., Pittsburgh, in January, has moved from J. M. Mathes Inc. to Marsteller, Rickard, Gebhardt & Reed.

Porter-Cable, which named Mathes three years ago, then billed $300,000. Today, said Mathes, it bills, $100,000. Marsteller has been the agency for Rockwell. The switch was made, Rockwell said, to consolidate all its power tool advertising in one shop.

Criticism Meant to Help Broadcasting 'Do Better': Collins

CHICAGO, June 28—LeRoy Collins, president of the National Assn. of Broadcasters, last night called on the industry to resist government encroachment on broadcasting, "no matter how well intentioned."

Mr. Collins, speaking at dedication ceremonies for the new $3,500,000 WGN and WGN-TV broadcasting center, urged "greater self discipline and responsibility" by the industry and the country in general to encourage "higher standards of personal morality, broader concepts of enlightened self-interest, more discriminating tastes, and the adherence to public as well as private obligations."

■ The NAB president said he has criticized the industry in the past "because I want broadcasting to do better." With any group, honest self evaluation is important, he noted.

The WGN and WGN-TV quarters cover 101,625 sq. ft. on a 13-acre site on Chicago's northwest side. The space has been occupied since January 17.

MINOW, COLLINS DISAGREE ON PAY TV

NEW YORK, June 27—The two men most responsible for keeping the spotlight on the need for improvement in broadcasting in the U.S. were a tv double feature this week.

LeRoy Collins, president of the National Assn. of Broadcasters, and Newton Minow, chairman of the Federal Communications Commission had their latest say on issues affecting television yesterday in an interview with Senator Kenneth Keating (R., N.Y.) on WOR-TV.

Both guests agreed (1) that the commission's power to refuse a broadcast license is not indirect censorship and (2) that there is too much reliance on ratings as a guide for programming.

■ They parted company on pay tv: Mr. Minow, who pointed out that the Hartford pay tv test will cost about $10,000,000, wants subscription television to be given a fair trial; Mr. Collins is convinced that pay tv will charge people for about the same thing they are getting free now. Mr. Collins said he wants "to see regular commercial television developed to the point where there will be no clamor for pay tv." *(For another view on pay tv, see story on Page 24.)*

Wood Collins Quaal

OPENING UP—*WGN Inc., Chicago, dedicates its new radio-tv building with ceremonies that include an address by LeRoy Collins, president of the National Assn. of Broadcasters. Escorting Mr. Collins on a tour of the building are J. Howard Wood, president of WGN Inc. and publisher of the Chicago Tribune, and Ward L. Quaal, exec vp and general manager of WGN.*

LI'L ABNER

Eat like a SWOONE and stay slim as a SNAKE!!
Mockaroni!!
The more you eat — the thinner you get!!
HOW DO YOU LIKE THAT AD? EVERY WORD THE TRUTH!!
BUT, YOU DIDN'T TELL 'EM ONCE THEY START EATING MOCKARONI, THEY CAN'T STOP!!
—AND ONCE THEY START GETTING THINNER, THAT DOESN'T STOP, UNTIL THEY -SHUDDER!- FLOAT AWAY!!
A SMART ADVERTISING MAN KNOWS HOW MUCH OF THE TRUTH TO LEAVE OUT!!

HALF-TRUTH ADS—*In an early strip, Al Capp's adman explains his advertising philosophy, which involves knowing how much of the truth to leave out of the ads for Mockeroni-Mockaroni.*

'Completely Crazy' . . .

Mockaroni Ads Build Zooming (Groan) Sales

NEW YORK, June 29—Cartoonist Al Capp chuckled over the current episode of his "Li'l Abner" comics strip—about an ad campaign for an eat-but-stay-slim product—and told ADVERTISING AGE, "No one believes all advertising, anyway. People separate the truth from the hogwash."

Mr. Capp's strip features an ad character named Rock Hustler, who is pushing "Mockaroni," which lets you "eat like a swine and stay slim as a snake. The more you eat, the thinner you get."

Wednesday's strip went like this:

Rock (dashing toward a buxom lady, stuffing herself with vittles): "How do you like that ad? Every word the truth!"

Buxom gal: "But, you didn't tell 'em once they start eating Mockaroni, they can't stop. And once they start getting thinner, *that* doesn't stop, until they (shudder) float away."

Rock (slyly): "A *smart* advertising man knows how much of the truth to *leave out*."

■ Ensuing strips, said Mr. Capp, will develop Rock Hustler as "a red hot ad guy who is so good that he can't stop. He almost destroys the world, and the human race in the process, as a result of his marvelous campaign.

"It gets terrible. It's great fun."

Mr. Capp said the ad business had gone "completely crazy, to the point where any guy can become president of Batten, Barton, Durstine & Osborn, or any other agency —and I think any guy has.

"Today," he went on, "we've got ads for Metrecal and other such foods, running right next to ads featuring the most delicious, fattening stuff there is. Everybody's caught on the horns of a dilemma. Some newspapers are horrified at the stuff they're forced to print."

■ Mockaroni, he suggested, is "the American dream," as his strip blurbed. "A sort of field day for copywriters—including me."

United Features, which distributes Li'l Abner to more than 600 newspapers (Mr. Capp said the figure was nearer 1,000), said it hadn't heard any beefs thus far about the strip, which reaches "about 40,000,000 readers."

LI'L ABNER

YOU BROUGHT ME A PRESENT!!
NO!! DON'T TAKE IT AWAY-Y!!
I'M CRAZY TO SEE WHAT'S IN IT!!
!!-JUST A MESS OF SIDEWALK BRICKS!!--??-WALTER? WALTER!!
THAT WAS THE ONLY THING THAT KEPT ME DOWN!!—I-SOB!-GUESS I OVERDID THE MOCKARONI!!

BALLAST—*Last week, the ghastly effects of the unusual diet food were felt by a hapless consumer who fell for the half-truthful advertising and ate too much of the product.*

Crest Ad Charge Valid Regardless of Aegis, Says Colgate

(Continued from Page 3)

stunned; none perhaps so much as Colgate, whose Colgate Dental Cream commanded a share of market which sometimes reached 38%.

Early this month, Dr. LeRoy S. M. Miner, a Boston dentist, who had been president of ADA, held a press conference to criticize Crest advertising and insist people are being misled into regarding the stannous fluoride tooth paste as a "panacea" and so to neglect other dental care measures.

Last week, the American Dental Assn. noted that Dr. Miner's remarks were remarkably similar to a paid editorial sent to weekly newspapers on the preceding day. In Washington, U.S. Press Assn. confirmed it had sent out an editorial on June 9, declined to say who paid for the sponsored editorial, and estimated that up to 150 newspapers would use an editorial from a given mailing.

■ In Boston this week, Dr. Miner told ADVERTISING AGE that the editorial was a coincidence.

■ In New York, Colgate-Palmolive declined to "affirm or deny" its sponsorship of the editorial and loftily insisted that it would not be drawn into irrelevancies. The point, the company said, was what Dr. Miner had to say, not how the editorial came into circulation.

A Colgate executive had this to say:

"The basic facts have been available to everyone concerned.

"It seems to me that the ADA reference to an editorial service is nothing more than a red herring, because it ignores the validity of the important charges made by Dr. Miner. After all, these editorial services have often been used, not only by Procter & Gamble, but by the ADA itself.

"I believe the recent ADA statements have the unfortunate effect of curbing free and open discussion and, particularly, even any comment by the many highly-respected and eminent leaders of the dental profession who may oppose the entry of the ADA into brand commercialism."

■ In Hingham, Mass., J. Edward Spike Jr., a research scientist, told AA he set up and paid the expenses for the Harvard Club press interview with Dr. Miner. Mr. Spike said the 64-page booklet distributed at that interview was "prepared by a group of people in which I am interested." He said it was not copyrighted and, "if someone else picked up its material it is not within my province." His group, which he didn't identify, is comprised of "grass roots citizens," none of whom are doctors or dentists. He said it plans to issue another such book at a later date.

Mr. Spike said the group also plans to organize a nationwide citizens dental committee to "try to get for the dental profession what we had for the medical profession" in the research branch of the American Cancer Society. He said the committee will apply for a charter in the state of New York in September, but that he will call a press conference to announce this.

Mr. Spike said he currently is in business for himself as a research scientist. He had been on the staff of American Cancer Society for ten years as secretary of a research committee.

Harvard's Class of 1929, in its 25th anniversary report, carries him as a senior research physicist for Lever Bros. during the war years, and assistant director of fundamental research for Reynolds Metals Co. in 1945.

Decaf Buys Moore Show

Nestle Co., White Plains, N. Y., has scheduled ads on the "Garry Moore Show" on CBS Radio for 26 weeks, beginning in September, for Decaf instant coffee. McCann-Erickson, New York, is the agency.

Mitchell Joins WGBS

Robert E. Mitchell has been named general sales manager of WGBS, Storer's Miami radio station. Mr. Mitchell formerly was vp and general manager of WINZ, Miami.

Fownes Heads New MacManus Broadcast Unit; 3 VPs Named

BLOOMFIELD HILLS, MICH., June 27—MacManus, John & Adams has formed a television-radio division and named Henry G. Fownes Jr. to head the new operation. Three other vps were also appointed.

The new broadcast division will have headquarters in New York and additional offices in Los Angeles. Mr. Fownes, who has been a vp and New York office manager, becomes a senior vp and general manager of the division. He will be responsible for coordination of broadcasting activities in all offices, including program origination, purchase, and commercial supervision and production.

Henry G. Fownes Jr. Robert L. Garrison

Robert L. Garrison, senior vp and group head in MJ&A's headquarters here, becomes New York manager, in charge of all account operations in that office.

Robert S. Marker, vp and director of creative services in Bloomfield Hills, becomes a senior vp and assumes responsibility for creative effort in all MJ&A offices.

Robert S. Marker Robert E. Britton

Robert E. Britton, vp and director of media-research-marketing in Bloomfield Hills, becomes a senior vp with responsibility extended to all agency offices.

In announcing the new division, agency president Ernest A. Jones pointed out that broadcast advertising now accounts for almost 25% of MJ&A's total business.

MJ&A PULLED ALL STOPS TO GET STROH

DETROIT, June 27—MacManus, John & Adams has several formal presentations scheduled for the near future, each one similar in scope, if not in cost, to the $35,000 presentation made May 1 to Stroh Brewery Co.

MJ&A made the Stroh presentation at the invitation of the company, but the account remained with Zimmer, Keller & Calvert, Stroh's agency for some 35 years (AA, June 19). Part of the initial arrangement was that MJ&A would be reimbursed for its presentation if it did not get the account.

MJ&A "turned the house loose" on the Stroh presentation, but it was understood that a $35,000 billing to the brewery would not compensate for staff time involved. Although eight men were involved directly in the actual presentation, the agency reportedly spent six weeks preparing the four-hour presentation.

■ MacManus prepared full-page newspaper ads, four-color magazine artwork, outdoor art, radio and tv spot campaigns, and reportedly even made media recommendations. The presentation also included new label and package designs, a new slogan, and new campaign themes.

"We did as good a job as we could have done," one agency source remarked.

The Stroh account bills an estimated $2,300,000, with heavy television participation. Currently, Stroh is one-third sponsor of the Detroit Tiger baseball games on both radio and tv.

MacManus undoubtedly was interested in the growth possibilities of Stroh's, which is the leading beer in Detroit and Michigan, a leader in both Indiana and Ohio, and now is expanding eastward into West Virginia and the Pittsburgh region. =

Eastman Names Four; Adds Three Stations

Robert E. Eastman & Co., New York, radio station representative, has named Joseph P. Cuff, formerly eastern sales manager, to the new post of national sales manager. Richard C. Arbuckle, exec vp who formerly was midwestern sales manager, has moved to New York to assume the new post of New York manager. George G. Dubinetz, a vp in the Chicago office, has been named to succeed Mr. Cuff. Thomas F. Cosgrove Jr., previously with Reuben H. Donnelley Corp., has joined Eastman's Chicago sales staff.

Eastman has been named national representative for KFXM, San Bernardino; KAFY, Bakersfield; and KDEO, San Diego. Daren F. McGavren Co. formerly handled KFXM and KAFY; Adam Young Inc. formerly handled KDEO.

Seth Thomas to Hicks & Greist; Names Weaver Sales Head

Seth Thomas division of General Time Corp., New York, has appointed Hicks & Greist, New York, to handle its advertising and pr. The agency also handles the company's Westclox division. The Seth Thomas account was resigned recently by Erwin Wasey, Ruthrauff & Ryan because of advertising inactivity.

At the same time, R. E. Weaver, formerly special marketing manager of the Westclox division of General Time Corp., has been appointed to the new post of director of sales of Seth Thomas with headquarters at Thomaston, Conn.

Kameny Names Fink VP

Kameny Associates, which has moved to larger quarters at 35 W. 45th St., New York, has named Herman Fink vp in charge of new business. He formerly headed his own publishing enterprise.

Network TV Gross Time Billings

1960 vs. 1961

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	April			January-April		
	1960	1961	% Change	1960	1961	% Change
ABC	$12,701,240	$15,791,220	+24.3	$ 52,125,820	$ 63,205,850	+21.3
CBS	22,580,032	21,989,913	— 2.6	93,078,360	88,898,971	— 4.5
NBC	20,642,038	22,012,410	+ 6.6	82,618,811	90,199,041	+ 9.2
Total	$55,923,310	$59,793,543	+ 6.9	$227,822,991	$242,303,862	+ 6.4

MONTH BY MONTH—1961

	ABC	CBS	NBC	TOTAL
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March*	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,012,410	59,793,543

Parts of the Day

	April			January-April		
	1960	1961	% Change	1960	1961	% Change
Daytime	$16,599,945	$19,143,816	+15.3	$ 68,636,269	$ 81,508,628	+18.8
Mon.-Fri.	13,629,439	15,778,354	+15.8	55,781,332	67,566,512	+21.1
Sat.-Sun.	2,970,506	3,365,462	+13.3	12,854,937	13,942,116	+ 8.5
Nighttime	39,323,365	40,649,727	+ 3.4	159,186,722	160,795,234	+ 1.0
Total	$55,923,310	$59,793,543	+ 6.9	$227,822,991	$242,303,862	+ 6.4

*March 1961 figures revised as of June 9, 1961.

Storz George Richards Cowdry

HOT OFF THE PRESS—*Arthur C. Storz, board chairman, Storz Brewing Co., Omaha, admires the first copy of a printed aluminum foil strip newspaper ad off the presses of the Omaha World-Herald. Showing off the ad are Barbara George; Sexton Richards, Reynolds Metals Co., which preprinted the foil strip; and Ben Cowdry, Omaha World-Herald. The foil strip was pasted to newsprint pages during the regular press run. It introduces two brewing industry firsts for Storz: Aluminum-foil Cluster-Pak and foil wraparound labels for Storz in disposable bottles.*

Naegele Hopes to Boost Walker Sales 70% in Three Years

DETROIT, June 27—A $1,500,000 capital expansion program now under way at Walker & Co. is "only the beginning of our plans to boost Walker's annual volume to $12,000,000," Robert O. Naegele, president of Naegele Outdoor Advertising Cos., said.

The Naegele interests began the rebuilding program at Walker last December, shortly after signing a five-year management contract with a subsidiary of Gamble-Skogmo Co. (AA, Dec. 12, '60) to run the Detroit company. Currently, Naegele is negotiating to purchase Walker from Gamble-Skogmo (AA, June 19).

Mr. Naegele admitted that Walker is not billing up to its potential in Michigan, with current volume just below $7,000,000. But within three years, he added, Walker volume should increase to nearly $12,000,000. He expects to drop the Walker name if his purchase plans go through, he said.

■ Naegele wound up a three-day Concept Show today for agency brass, automobile company advertising executives, and other outdoor users. Mr. Naegele said that response to the show, and enthusiasm for the company's "new look" in outdoor advertising, has encouraged him to step up the expansion program in the Detroit market.

Currently, 14 construction crews are touring the Walker market, rebuilding, razing, relocating, improving and repainting old panels and erecting new panels and bulletins.

Other changes since Naegele took over management of the 75-year-old Detroit company are of a less tangible nature, but show up in the organization charts. For instance, Arthur A. Cerre was installed in March as exec vp and director of sales, and Warren P. Olson was moved up from Evansville, Ind., as vp and head of operations. Several new salesmen have been added to the staff in recent weeks.

From Detroit, the Concept Show will move on to 15 cities where Naegele operates. =

Hartley Jams to Bennett

Wm. P. Hartley Ltd., Liverpool, England, has appointed Victor A. Bennett Co., New York, to handle U.S. advertising for Hartley marmalades. The previous agency of record is Homer Groening Advertising Agency, Portland, Ore., agency for R. U. Delepenha & Co., New York, U.S. distributor for Hartley.

Swedish Agency Reports

AB Svenska Telergambyran, Stockholm, the largest advertising agency in Sweden, has issued an annual report covering 1960 operations, showing net profits of $37,000 on billings of $10,400,000 and gross income from operations of $1,700,000. The agency increased its billings 24% during the year.

WEOK Promotes Pells

Louis H. Pells, local sales manager of WEOK, Poughkeepsie, N. Y., has been named to the new post of general sales manager of the radio station.

A PROFESSIONAL DESK TOP SALESMAN

...IN A 13 LB. PACKAGE

Just open the lid, plug it in and the "FLIP-TOP" presents your sales message the way you want it, complete with sight and sound. See and hear how the "FLIP-TOP" will tell your story at your desk. Write to:

DuKANE CORPORATION

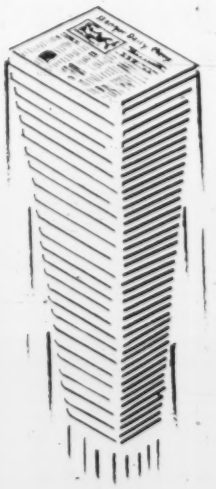
Dept. AA-71 • ST. CHARLES, ILL.

Maine's BIG "MISSILE"

The NNCCM "missile" is our new National Newspaper Cumulative County Market study. It portrays an enlightening new concept of market-media evaluation.

Make the greatest impact on your Maine Sales Target with schedules addressed to our 75,000 ABC families. Here's a most-powerful single-paper buy. The NEWS effectively covers better than ⅓ of the State's Income and Retail Sales potential.

Get the facts. Ask for NNCCM today!



MAINE'S LARGEST DAILY NEWSPAPER

The Bangor Daily News

Represented by Johnson, Kent, Gavin & Sinding, Inc.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 — 50,026

HELP WANTED

COPY WRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
191 Seventh Ave. New York 11, N.Y.

SPACE SALESMAN

For business organization weekly salary plus commission. **Chamber of Commerce of Greater Philadelphia, 121 S. Broad St., Philadelphia 7, Pa.**

Direct mail with commercial art layout ability, unusual spot for soft goods merchandising nationally to every business and industry. Top salary plus bonus.

401 Presbyterian Building
Nashville, Tennessee

CIRCULATION MANAGER

Growing Washington, D. C. publication firm needs energetic man to assume full responsibility for subscriptions, fulfillment, BPA Audit. Interview can be arranged in New York, Chicago or Washington. State experience and salary requirements.

Box 5018, ADVERTISING AGE
630 Third Ave., New York 17, New York

HAVE

a minute to look for your future? We may be looking for you:

GRAPHIC ARTISTS

TV Art Dir. (Minn.)	$15,000
Comp/Layout/AD (Tex.)	12,000
Stylistic Illustrator	12,000
Top Layout (Studio)	10,000
Layout Artist (Ind.)	10,000
Display Designer	8,500
Exp. Mech. Tech. Illus.	8,000
Slide Film Art Dir.	8,000
Retoucher to head dept.	8,000
Fashion Artist (Studio)	7,200
Interior Artist	7,000
Ass't Art Dir. (Fla.)	7,000
Consumer Layout	6,500
Yng. Pkg. Designer (Ohio)	OPEN
Fashion Art. (Dept. Store)	6,500
Ass't Designer	6,000
General Artist (Studio)	5,000
Girl Apprentice (2)	4,200
Gal Friday (studio)	4,000

RESEARCH DIR. (Agency) $12-15,000

COPYWRITERS

Farm Equipment & Mach.	$10,000
Cosmetics	9,500
Food	8,000
Food & Pkg. (Virginia). (2)	OPEN
Retail Sales prom.	7,000
Textbook Editor	6,000
Catalogue	5,800

PUBLIC RELATIONS

Writer (medical)	$ 8,500
Writer (Steno)	5,000

SALES

Space Sales, Trade Paper	$10,000
Yng. Salesman/Films base	5,200

SECRETARIAL

Sec. to Production Mgr.	$440 mo
Sec. to Media Director	425 mo
Ass't Traffic (TV-Agency)	425 mo
One Girl Office	400 mo
Sec. to Account Executive	400 mo
Hand Biller, TV (Agency)	400 mo
Clerk Network Biller	350 mo

BETH TURNBULL/GRAPHICS COUNSELLOR
M. L. BARNARD/ADVERTISING COUNSELLOR

BARNARD PERSONNEL
220 S. State St./Chicago 4/WA 2-2306

HELP WANTED

ASSISTANT ADVERTISING MANAGER

Leading national manufacturer, Chicago, has excellent opening for assistant advertising manager with sound consumer goods copy and creative merchandising experience. Success in appliance or home furnishings field desirable. Age 30-34. Send complete resume, salary required in first letter.

Box 5019, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
191 Seventh Ave. New York 11, N.Y.

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

Advertising-Promotion-Publicity Manager

The Merchandising Manager said, "This is the job I would really like." This is that unusual opportunity. The firm is medium sized, located in the mid-west, manufactures consumer products for a style quality sophisticated market with national distribution. The successful candidate must be outstanding in producing creative work, must write good copy for catalogs and ads, as well as product publicity releases. He will supervise catalogs, collaterals and ads from layout through photography and final printing. He will be responsible for all media and publicity contacts, and be a liaison between agency, media, and the home office. He must be personable, forceful and produce with the minimum of supervision. Must locate in the mid-west town but will spend ten to twenty, three day weeks in New York City contacting editors, etc. If you qualify, an interview will be arranged, write to:

Box 5020, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

POSITIONS WANTED

SPACE BUYER. 25 thoroughly experienced in all phases print with New York 4A agency, seeks interesting growth spot with agency or client.

Box 27 Q 12, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

TV-MOT. PIX-AV

TV-Client Programming bg., Bus. Mgr. Films-Prod. Mgr., Writer-Director, Editor AV-Producer, Meeting Mgr. Your choice.

Box 4951, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

ADV. PUBLISHING & PR PERSONNEL

We Specialize. All Categories. Male & Fe **Exclusive:** Secretaries from England
Maxwell Employ Agcy, 18 E. 41, LO 4-1740

AE with large Eastern Agency desires San Francisco or L.A. Young, creative with solid, proven background. Interesting resume.

Box 5021, ADVERTISING AGE
630 Third Ave., New York 17, New York

DIRECT MAIL WRITER-EXECUTIVE

15 yrs successful perf all phases incldg D.M. assures full resp for sales results.

Box 5022, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR AND LAYOUT MAN

Wants better position. 14 yrs. wide exp. fine printing plant and agency art depts. Excellent art school & college background. Top creativity. Will work on trial basis. Accept at once. Only well rated agency, art studio, or major company art dept. Write: **Howard H. McGinnis, 2401 86th St. Parkersburg, W. Va. Phone GArfield 8-2095**

HAVE PORTABLE, WILL TRAVEL

Need a writer who can edit house organ, do layout, photography, displays? Single man, 40 wants to work with small firm offering plenty of variety. Available September. For Brochure, write:

Box 5023, ADVERTISING AGE
630 Third Ave., New York 17, New York

THINKING ARTIST

Loves to work where thought is required in developing images with **visual impact.** Understands the new trend. 29 & married. Samples include finish creative illustration & complete design.

Box 5024, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION MANAGER

Marketing man, 29, with over 5 years experience in consumer and ind. adv., sales pro., pub. rel. seeks challenging position with mfr. Offer facile, concise writer of selling copy. Can articulate ideas! Have successfully planned and executed promotion campaigns. BBA.

Box 5025, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE. Sales, Advertising and Merchandising. Heavy soft drink and brewery experience. Complete knowledge agency liason in preparing and administering Advertising and Sales campaigns. Budgets and direction of large field force. Will re-locate.

Box 5026, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER

Strong on ideas . . . crisp, selling copy! Thrives on hard work. Versatile—TV & agency exp. Coll grad, 25, re loc NYC.

Box 5027, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

ATLANTA—SOUTH EAST STATES

Rep. wanted to handle well established trade magazines & directories published in Europe. Growing potential.

Box 27 Q 53, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

MISCELLANEOUS

35mm COLOR SLIDE DUPLICATES

made from your master transparencies as low as 9½¢ each. Write for sample slides, full information to:

WORLD IN COLOR PRODUCTIONS
Box 392-F, Elmira, N. Y.

FLASHY CALLIOPE UNIT AVAILABLE

for advertising, parades, fairs, other outdoor events. **Musical Myko's, 441 Stewart Ave., Park Ridge, Ill. TA 5-1636**

MISCELLANEOUS

WANT PERFECT SUMMER COTTAGE?

Bedford Vil. Ad Man! See pix of it in current "Madison Avenue" mag! Will rent now to mid-Sept. Going Europe, 7 rms., 1½ baths, air cooled, hilltop, 18 acres, 35 mi. N. Y. Sacrifice—it's late. **Call R. Misch, MU 9-7470**

BUSINESS OPPORTUNITIES

NEW MAGAZINE

Mature editor, presently employed, has great idea for new merchandising magazine, non-competitive field, needs small financial backing. **Box 3568, Detroit 3.**

YOUR CLASSIFIED AD HERE WILL BRING RESULTS

ADVERTISING SALESMAN

Experienced salesman to sell leading business paper in Minnesota, Wisconsin, Iowa & Northern Illinois for Chicago publisher. Handle broad line of accounts including equipment, food, maintenance, etc. Salary plus commission with profit sharing, group life insurance & full hospitalization. Opening created by promotion. If you are under 35 with proven sales ability, send full particulars to:

Box 804, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DON HARRIS FIGURES . . .

that vacations and the Fourth will reduce his readership this week to invalids and men way behind in their yardwork. So no job listings.

But it could be a good week-end in which —by a stream or holding a tail cold one— to appraise the career potential still in your job. If it's real good, don't write Don enclosing an up-to-dated resume.

DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago • WA 2-9400

FREE:
SAMPLE DISTRIBUTION

Introducing a new product in the Chicago area? We will distribute—without charge—up to 100,000 samples or other worthwhile items per week. We can hand them individually to employed workers, men and women, representing a weekly buying power of $9 million. (We know—we cash their pay checks.) Our reward is the good will we create. Send details including nature, size and weight of item you want distributed to

Mel Thillens
Thillens Checashers
2351 W. Devon Ave. Chicago 45, Ill.

ASSOCIATE EDITOR

Monthly marketing magazine seeks associate editor. This is primarily a writing job, but it also involves considerable editing and some production. The most important qualification is the ability to write swiftly, interestingly and accurately. 2-3 years business paper writing or editing experience desired, but will consider an adman who wants to get into editorial work. Send complete resume, including salary requirements.

Box 803, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Open a New York office for your agency at minimum cost

Take space adjacent to us in newly remodeled fine Madison Avenue building, and use our facilities instead of setting up your own. Established industrial agency /over $1,000,000/ offers copy, production, art, media, PR and marketing services on job basis or monthly fee. Your best opportunity to open profitably in New York without big investment in space and staff. We move August 1st, building filling up rapidly. If interested must act while adjacent space still available.

Box 807, ADVERTISING AGE
630 Third Ave., New York 17, New York

WANTED — OUTSTANDING WRITER FOR UNUSUAL OPENING

This is an immediate opening for a mature man with major league experience in creation of national campaigns in print, TV and radio. He should have an exceptional record in achieving high Starch ratings and big inquiry pull. In fact, successful experience in lead-producing is a "must."

He will fill a key position in a sound, medium-size, aggressive Chicago agency whose billing is up 25% over 1960. This is an opportunity for him to grow with a growing agency which knows how to make its clients' business grow. It is the kind of top creative post which is seldom offered in "blind" help wanted ads. Salary open.

Interview appointments will be arranged for exceptionally well-qualified applicants. Write in confidence to:

Box 802, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TOP P.R. MAN, DO YOU HAVE

- high level experience on major accounts or trade association
- lobbying experience or knowledge
- desire to direct a P.R. firm
- youth (36, under)

TOP P.R. MAN, WE WILL OFFER

- a good starting salary
- an opportunity to head P.R. firm, profit sharing, etc.
- excellent working & living conditions (major non-commuting mid-west city).
- unlimited growth potential.

Send us a resume—we need to know of you **NOW!**

Box 805, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

?

Here's what we're looking for . . . and will find: A man with a record of success on major national industrial accounts. Combination of agency and company background preferred, but not required.

***UNUSUAL* INDUSTRIAL A. E.**

Must know industrial marketing thoroughly. Must have both creative and management ability . . . not only get along with present clients, but also help develop new ones. There are people like this!

FOR *UNUSUAL* L.A. AGENCY

Obviously, such a person will become a key, permanent member of our firm and share in profits, ownership, and headaches. Salary commensurate with experience. Future entirely dependent on the man. We're one of the larger L.A.-based agencies . . . growing soundly. Our employees know about this ad. Replies confidential.

Box 27 Q 223, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

CREATIVE HOUSE
PERSONNEL

needs the best cosmetic people in advertising

Account Supervisor

You'll be Veep (and a V.I.P.) in a great agency and the top dog on a multi-million dollar cosmetic account. If you have cosmetic, or allied experience, are between 35-45, you're our man. What's more, you'll be backed by a truly brilliant creative team.

to $35,000

Copy Group Chief

Here's a spot for an exciting guy in a shop that seeks ideas that Go! Go! Go! It's no spot for a mouse because you're the one to present your ideas to the client. Toiletries experience preferred with the accent on TV.

to $28,000

TV-Print (Woman)

Another top cosmetic spot. One of the best agencies needs a writer whose copy is more Vogue than vague. The emphasis is slightly heavier on TV than print. Woman preferred. You'll love this job because they love ideas.

to $20,000

* * *

P.S.: We know most of you will be away on the 4th of July, but we still have dozens of jobs where you can really light up the sky.

So, if you're "looking", can you think of a better place to look than Advertising's number one Talent Center?

JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 E. OAK • CHICAGO 11 • DE 7-0001

35 Campaigns Are Honored by FAAG

SAN DIEGO, CAL., June 27—The annual awards of the First Advertising Agency Group were presented this week at its annual conference here.

The first award for agency advertising, promotion and pr went to Gould, Brown & Bickett, Minneapolis. Citations of excellence went to Newman, Lynde & Associates, Jacksonville, and to Wermen & Schorr, Philadelphia.

■ The following are first award winners in the business-industrial advertising, promotion and pr category:

Business or trade paper, one color—Ensign-Bickford Co., Simsbury, Conn. (Remington Advertising).

Business or trade paper, two colors—Virginia Glass Products Corp., Martinsville, Va. (Cabell Eanes Inc.).

Business or trade paper, three or more colors—Crane & Breed Casket Co., Cincinnati (Keelor & Stites Co.).

Business or trade paper, merchandising ads to trade—Robert Bruce Inc., Philadelphia (Wermen & Schorr).

Direct mail campaigns—Bell & Howell Phillipsburg Co., Phillipsburg, N.J. (Philip I. Ross Co.).

House organs—Wyatt Industries, Houston (Ullrich & Brown).

Industrial or trade publicity—Crawford Door Co., Detroit (Clark & Bobertz).

Pr—Nitrogen products division, Memphis, of W. R. Grace & Co. (Ridgway-Hirsch Advertising Co.).

Catalogs—Millers Falls Co., Greenfield Mass. (Remington Advertising).

Sales promotion—Wulff & Fifield & Associates, Architects, San Diego (Tolle Co.).

Annual reports—Virginia Electric & Power Co., Richmond (Cabell Eanes Inc.).

■ The following are first award winners in the commercial advertising, promotion and pr category:

Newspaper, retail—Pay'n Save Drugs, Seattle (Cappy Ricks & Associates).

Newspaper, other than retail—Concord Homes Associates, Bridgeton, Mo. (Ridgway-Hirsch Advertising Co.).

Newspaper, small space campaign—Crisp Products, Philadelphia (Wermen & Schorr).

Newspaper, b&w—Florida Blue Cross/Blue Shield, Jacksonville (Newman, Lynde & Associates).

Newspaper, r.o.p. color—HumKo Products, Memphis (Simon & Gwynn).

Farm—Farm Credit Banks of Springfield, Mass. (Remington Advertising).

Consumer magazines—Aetna Casualty & Surety Co., Hartford, Conn. (Remington Advertising).

Consumer, two or more colors—New Era Shirt Co., St. Louis (Ridgway-Hirsch Advertising Co.).

Tv programs—Dempsey-Tegeler & Co., St. Louis (Ridgway-Hirsch Advertising Co.).

Tv commercials—Crisp Products, Philadelphia (Wermen & Schorr).

Radio programs—Evangelical Foundation, Philadelphia (Wermen & Schorr).

Radio commercials—Saratoga Vichy Spring Co., Saratoga Springs, N.Y. (Woodward, Voss & Hevenor).

Outdoor—HumKo Products, Memphis (Simon & Gwynn).

Transportation—WMCT-TV, Memphis (Simon & Gwynn).

Direct mail campaigns—Pyramid Savings & Loan Assn., Sun Valley, Cal. (Davis, Johnson, Andersen & Colombatto).

Consumer publicity—Virginia State Apple Commission, Staunton (Cabell Eanes Inc.).

Pr—LeSourdsville Lake (Keelor & Stites Co.).

Catalogs—Sovereign division, Ben Pearson Inc., Pine Bluff, Ark. (Paxson Advertising).

Sales promotion—Executive Motor Hotel, Richmond, Va. (Cabell Eanes Inc.).

Point of sale display—Fitzgerald Bros. Brewing Co., Troy, N.Y. (Paxson Advertising).

Research—Olixir Oil Corp., Green Island, N.Y. (Woodard, Voss & Hevenor).

Miscellaneous—White Flomatic division of Flomatic Corp., Hoosick Falls, N. Y. (Woodard, Voss & Hevenor).

Donnelley Trophy for direct mail—Bell & Howell Phillipsburg Co., Phillipsburg, N. J. (Philip I. Ross Co.). =

Boston Conference Sets Session

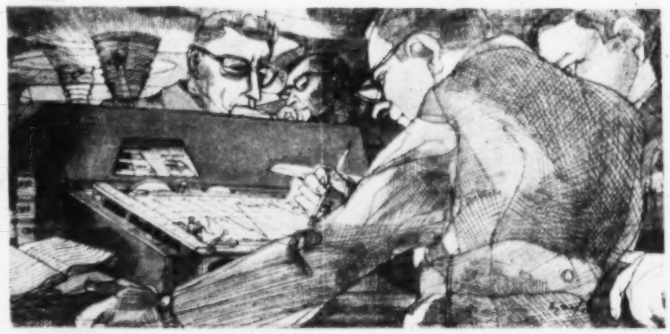
The Boston Conference on Distribution, under the direction of the International Marketing Institute, Boston, will open its 1961 session on Oct. 16. Panelists speaking Oct. 17 on "The Advertising Dilemma," will include Frank Christian, vp and manager, Kenyon & Eckhardt; Colston E. Warne, professor, Amherst College; Harry Harding, exec vp, Young & Rubicam; and Jack Roberts, vp, Carson/Roberts. Dan Bloomfield, founder, has retired as director of the Boston Conference on Distribution.

Allen-Klapp Names Three

Patrick J. Hoarty, formerly a vp in the Chicago office of Allen-Klapp Co., newspaper representative, has been named New York manager of the company, succeeding Henry A. Erbach, who resigned. Allen-Klapp also has named John Nielson, formerly with the *New York Times*, to its New York staff and Edward Epps Jr. to the Chicago staff.

Leon Adds 3 Accounts

Regent-Sheffield Co., New York, producer of stainless steel cutlery, has named S. R. Leon Co., New York, to handle its advertising and pr. Harold Marshall Advertising Co., New York, formerly handled the account. Leon also has been named to handle advertising for Ellen Girl Coat Co. and Laurie-Robon Coat Co., New York, both new advertisers.



PRIVATE EYE CLOSES IN!

You're looking at one of the world's highest paid detectives. He's completely reliable. Never makes a mistake. And best of all, his expense account is zero because he never charges an inch from the Johnson's Wax "crime lab." ◆ In fact he's not even human. He's a machine. An infra-red spectrophotometer that answers the mind searching questions about product quality and ingredients. ◆ Our scientists use this machine to make sure you get the same perfect formulation in maintenance cleaners and finishes every time. We use it, too, to keep tabs on how far ahead of competition we are in improvement of present products, and in the development of new ones. ◆ The thoroughness of this machine is typical of the thoroughness that keeps Johnson's ahead. For example, in new products like WAXTRA—a combination Wax and Polymer finish that is far lighter in color and has extra satisfy-wet is tough, long lasting, glossy and buffable. In the newest thing in cleaners—FORWARD. It's faster than any cleaner we've ever tested, and so good and so safe you've got to see it for yourself.

JOHNSON'S ◆ WAX THE PEOPLE WHO TAKE A LONG HARD LOOK AT YOUR MAINTENANCE PROBLEMS—and SOLVE THEM.

TRADE PUSH—*S. C. Johnson & Son is currently running a "detective" campaign, illustrated by Franklin McMahon, in building maintenance publications. The ads point up the scientific devices used by Johnson to "solve maintenance problems." Needham, Louis & Brorby is the agency.*

'IM' Issues 41st Annual 'Market Data Directory'

CHICAGO, June 28—*Industrial Marketing* this week published the 41st annual edition of its *Market Data & Directory* issue, designed to help marketing men to analyze their markets and plan campaigns.

The 630-page volume presents basic market data on 71 major industrial markets and is billed as a "market analyzer" for use by industrial advertising managers, sales managers, agencies with industrial accounts, market researchers and others interested in analyzing and evaluating trends and developments which affect the marketing of industrial goods and services.

Each chapter covers a separate market and is divided editorially into four basic sections: Current trends within the industry, basic statistics of the industry, what the industry buys and how the industry buys. Also included in each chapter are (1) a listing and description of additional market data which readers can obtain at no charge, (2) a roster of trade associations serving the industry and (3) a rates-and-specifications listing of all business publications which cover the industry.

■ The editors, in an introduction explaining uses of the volume, termed it "big enough to take more than the usual amount of time to digest" but "small enough to carry in a brief case, or tuck under your arm en route to an ad budget planning session, a sales conference, etc."

An index to subjects and markets contains about 900 listings. Other indexes include U.S. and Canadian publications, U.S. and Canadian reference publications, Standard Industrial Classification codes and titles and an index to media data.

The volume is distributed free to *Industrial Marketing* subscribers. Additional copies are available to subscribers for $1.50. =

Gellert-Wolfman Formed

N.P.D., New York, publisher of *Modern Photography, Photo Dealer* and other photographic publications, is now known as Gellert-Wolfman Publishing Corp. The company was incorrectly called Gilbert-Wolfman in an item published in ADVERTISING AGE June 26.

B&B Boosts Four

Frank Smith, a vp and management supervisor of Benton & Bowles, New York, has been elected to the agency's board. Herbert A. Arnold and John S. Bowen, B&B account supervisors, and Bern Kanner, associate media director, have been elected vps.

Sheldon Levin Joins CEH&L

Sheldon Levin, formerly an account executive with Doyle Dane Bernbach Inc., New York, has been named to a similar post with Campbell, Emery, Haughey & Lutkins, Boston.

Red Owl Stores Annual Report Wins Twin Cities Kudos

MINNEAPOLIS, June 27—Red Owl Stores' annual report, produced by Batten, Barton, Durstine & Osborn, has received two gold medals at the seventh annual exhibition of advertising and editorial art here, sponsored by the Art Directors Club of Minneapolis and St. Paul.

The medals went to Bob Englund, BBDO art director, and Roger Lundquist. Tony Sellwood was the copywriter on the winning entry in the annual reports and house organs contest classification.

The other gold medal winners:

Northwestern National Bank of Minneapolis, for a complete unit in a newspaper, in color. (Agency: Campbell-Mithun. Art directors: Steve Griak and Chuck LaMantia. Artist: Lowell Herrero. Copywriter: Howard Peterson.)

Modern Medicine, for a complete unit in the direct advertising classification. (Agency: Bozell & Jacobs. Art director and designer: George Rumsey. Artist: Roger Lundquist. Copywriter: Sam Kaufman.)

Farmers Union Grain Terminal Assn., for new techniques in tv commercials. (Agency: Colle & McVoy. Art director and designer: Norm Selberg. Copywriter: Ed Johnson.)

Twenty-three additional entries received certificates of award. =

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

FOR SALE
Small textile trade publication. Excellent growth potential.
Box 806, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

the copy shop
MU 3-1455
270 madison/ny 16
COPYWRITING STUDIO
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind—any medium

Our 50th Year
TV ART DIRECTOR—must have story-board exp. 4A agcy $15,000+
COPYWRITER—industrial accts good oppty. Chicago agcy 9,000
MEDIA ASST.—Statistical & budget control bkgnd. 8,000
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St. CHICAGO, Ill.
Phone CEntral 6-5353

REGISTERED NURSES LIST FOR DIRECT MAIL RENTAL
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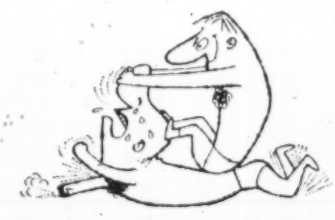

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Spot TV Will Cost More in Coming Season

(Continued from Page 3)

cost approximately $1,006,830 for the top 50 markets, at the present card rates. This is 4.3% more than the $964,892 total for time charges under 1959 rates.

The current rate is derived by taking $20,598, the price of a 20 in the top 50 cities based on Katz' figures for the top station in each market, and then multiplying this figure by 52 to get the 52-time rate. A 6% discount, the average per station, is then applied to the sum, thus arriving at $1,006,830 for total time charges. The same procedure is used for the 1960 and 1957 totals. Time costs increased 19.5% during the past four years; the sample 50-market schedule would have cost $842,203 in 1957.

■ On the production side, spot tv advertisers have been hit with hikes in film production charges, as well as talent and musicians' fees.

The cost of making this hypothetical 20-second commercial—with a fairly simple production involving two on-camera actors, portraying a husband and wife in a typical home setting—has increased almost 15% in the past year, to a present total of about $4,500 to $5,000. The increase from 1957 to 1960 was about 5%. These totals include initial talent charges, but do not cover use fees.

It is in the area of talent fees that the largest hikes have come. Talent fees for this sample film commercial, with two actors hired at scale, went up about 64% in the past year.

Under the old talent contracts, which were in effect from 1958 to 1960, the advertiser would have had to pay $880 for the two actors. The identical announcement would now cost $1,442, under the new three-year joint Screen Actors Guild-American Federation of Television & Radio Artists contract.

■ Now an advertiser would pay $345 to one actor for filming and showing the commercial in New York, Chicago and Los Angeles. The other markets are paid for by charges.

After the top three, the nine next largest markets total 24 units. These include Boston, Baltimore, Cleveland, Detroit, Philadelphia, Pittsburgh, St. Louis, San Francisco and Washington.

The following 38 markets account for one unit each. Adding the 38 to the above 24 units gives a total of 62. Priced at 25¢ per unit, the 62 units would cost $15.50. When this amount is added to the initial $345, we get $360.50, the pay for one actor for 13 weeks. Thus, the cost for two actors for 26 weeks would be four times that figure, or $1,442.

An advertiser also must pay a 5% charge into the SAG-AFTRA pension fund, in this case amounting to $72.10. This pension clause was included in the old AFTRA contract, but is new to SAG.

■ Although talent charges went up substantially, they still represent a small part of the total production-time costs, except in cases where elaborate productions are used, with large numbers of actors or name personalities. One agency executive felt that even though most production fees have gone up, further refinements in techniques have served to keep costs down.

Even time charges are subject to the give and take of the marketplace. Some station representatives point out that although base rates have been increased by some stations, various plans and discounts have served to bring prices down in many cases. =

Stanley Boosts Gilrain

Ronald F. Gilrain, on the marketing staff of Stanley tools division of Stanley Works, New Britain, Conn., since 1960, has been named the division's marketing manager. He succeeds C. Frederick Wheeler, now marketing manager of the company's hardware division.

Barlow Names Millard Exec VP

Henry C. Millard, vp and art director of Barlow Advertising Agency, Syracuse, N.Y., has been named exec vp of the agency. Mr. Millard, who has been with the agency since its founding in 1934, has been a vp for seven years and is a member of the board.

OFFER—*The western division of Borden Co., San Francisco, is running this four-color page in July in the western edition of McCall's and Sunset Magazine promoting a one-month premium offer with its mayonnaise. Young & Rubicam is the agency.*

Net TV Prices at Plateau; Cost per 1,000 Rises

(Continued from Page 3)

the three networks: ABC, from $115,000 to $117,000; CBS, from $126,000 to $130,000; NBC, from $127,000 to $129,000. The new figures incorporate scattered station increases.

■ To boost station clearances, ABC has raised its minimum dollar hour order from $85,000 to $90,000. CBS may offer a new incentive discount to stimulate advertisers to use longer lineups.

Program expenditures rose during 1961 as new contracts gave raises ranging from 10% to 20% to writers, directors, actors and technicians. But the law of supply and demand operates effectively in this area. The networks have frequently absorbed some of these rising costs—particularly for non-high rating shows or for untried programs.

High rating shows still can name their price. Garry Moore, with an estimated budget of $120,000 or better, had sponsors fighting over him when Plymouth pulled out. Dinah Shore, who comes in with a $160,000 budget and a decidedly less fancy rating, was a difficult sell for NBC when Chevrolet drove away from her kisses. Chevy lowered its program outlay by buying "Bonanza" at $95,000 to $100,000.

A record for reasonable pricing—from the buyer's point of view—is being set by Ed Sullivan, the most successful tv variety show impresario ever (see table). He still manages to keep his budget below the Moore, Shore, Perry Como, etc., level, while coming up with top stars and tv firsts.

■ Keen competition for minute-participation sponsors has sometimes driven the sponsor admission fee on hour films, costing $100,000 and up, down to the $28,000 level. On the other hand, top-notch high raters such as "The Untouchables" can and do ask $40,000 per minute participant.

Competition is even fiercer in daytime network sales, with CBS driving aggressively for rotating minute schedules and all three networks offering a choice of dazzling sales plans. =

Ed Sullivan Cost Story

	Program cost*	Time cost, gross	Number of stations	Homes reached**
1961	$100,000	$132,800	181	15,899,000
1959	100,000	123,700	179	15,637,000
1957	90,000	117,300	178	15,106,000
1956	70,000	101,100	168	18,019,000
1955	40,000	93,200	172	15,879,000

* This estimate includes everything involved in production except commercials. **On total audience basis, averaged over full season, with projections for 1961-'62 season. Peak figure for a very hot year went down when Mr. Sullivan ran into some tough competition from "Maverick." But he has remained one of the best drawing cards in tv.

SSC&B Names Three

John Rigor, formerly an account supervisor of Grey Advertising Agency, has joined Sullivan, Stauffer, Colwell & Bayles, New York, as an account supervisor. SSC&B also has elected John Cole, a tv producer, and Donald Moone, account supervisor, vps.

ABC Promotes Holmgren

Robert W. Holmgren has been named to the new post of director of sales service and business administration of ABC Radio, New York. He formerly had been budget administrator in the network's cost control department.

Two Foundation Makers Name Ehrlich, Neuwirth & Sobo

Triumph of Europe, New York, and Perfect Brassiere Co., Jersey City, have appointed Ehrlich, Neuwirth & Sobo, New York, to handle their advertising accounts. Triumph makes a higher-priced line of foundation garments ranging up to about $35; Perfect makes Wings and Perfect bras, a low-priced line. The agency reported Triumph billings at $500,000, Perfect at more than $150,000. Plans call for Triumph to use four-color ads in fashion publications for its Distinction line. Perfect will use a humorous approach in advertising—such as the use of antique planes as propos for Wings bra advertising—supported by a trade and publicity program.

Grey Advertising Agency is the previous agency for Triumph. Zlowe Co. formerly handled Wings and Perfect bras.

Fox Becomes Bendix Ad Chief as Mara Retires

W. A. Mara has retired as director of advertising and public relations of Bendix Corp., Detroit, and Eldon E. Fox has been named to succeed him. Mr. Mara, an aviation pioneer and former sales vp of Stinson Aircraft Corp., joined Bendix in 1944 and was named director of advertising in 1947.

Mr. Fox, former vp of Batten, Barton, Durstine & Osborn, joined Bendix earlier this year on the staff of the president (AA, Feb. 6).

NEW YORK FOOD MARKET

Here is a 92-page study containing a breakdown of all retail sales, share of market figures, geographical statistical survey, personnel and background of all metropolitan New York retailers with four or more stores, and all major wholesaling factors. Only $1 per copy. Published by:

$1

GROCER-GRAPHIC
3 East 40th St., New York 16, N.Y.

JIM BACKUS FEATURED IN NILES PRODUCED FILM FOR GENERAL ELECTRIC CO.

A 15-minute sales promotion film for General Electric's Large Lamp Department featured Jim Backus as himself and as Mister Magoo. Picture was produced at Fred Niles of Hollywood, recently established west coast facilities. For information about Niles' Chicago or Hollywood Communications Centers, please write or phone . . .

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd., Chicago 7
In Hollywood: 650 N. Bronson

Advertisers in This Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

Advertising Checking Bureau	24	Clint Leap	47
Air Conditioning, Heating and Refrigeration News	22	Lettershop	29
American Broadcasting Co.	14-15	Life	59
American Marketing Services	8	Look	5
		Los Angeles Suburban Newspapers	22
R. H. Bacon	36		
Baltimore News Post	8	McCall's	60
Bangor Daily News	53	McCann-Erickson	23
Better Farming Methods	20	McGraw Hill Publishing Co.	21
Boston Globe	29	Montreal Star	37
Bridal Pax	4		
Burrelle's Press Clipping Bureau	51	Fred A. Niles Productions	56
		Oakland Tribune	45
Carey Press Corp.	58	Orchids of Hawaii	32
Certified Dry Mat Corp.	35		
Columbia Broadcasting System	26-27	Parade	40
		People's Broadcasting Corp.	20
Denver Post	30-31		
Duhamel Stations	22	Redbook	9
DuKane Corp.	53		
		St. Anthony Messenger	39
Electrical Merchandising Week	6	Schenley Import Co.	51
Electronic News	11	Simpson Reilly	35
Electronics	25	Sports Illustrated	43
Elkhart Truth	27		
Elks	18	Tacoma News Tribune	4
El Paso Times and Herald Post	32	Texas Newspaper Group	37
		This Day	48
Farley Company	48		
		Washington Post	17
Georgia Group	24	WAVE	32
Grocer Graphic	56	Western Horseman	48
		WFGA	47
Haberule	33	Winston Salem Journal and Sentinel	58
Holiday	19	WLOS	33
Houston Post	13	WNCT and WITN	34
		WTVJ	39
Iron Age	7	WWTV	18
KEWB	36		

British Ad Company Stock Snapped Up in Lively Trading

LONDON, June 28—Shares of Brunning Group Ltd. began trading today on the London Stock Exchange—and they sold immediately at a premium.

Brunning, owner of four British advertising agencies, last week became the first agency in the world to go public, offering 200,000 shares at $2.07 a share (AA, June 26).

The Brunning stock opened today at $2.17 and went strongly ahead in active trading to close at $2.48.

The Brunning Group consists of a complex of companies operating in the marketing area. The four agencies in the group are S. C. Peacock Ltd., London; S. C. Peacock Ltd., Birmingham (formerly Edward Hilton Advertising); Ellis Lloyd Advertising, Edinburgh; and Chapman's Advertising, Halifax.

Among the other companies in the group are Brunning's Marketing Services; Consumer Research; Commando Sales; Kennet Press; Duprint Ltd.; Hills Meadow Forge Ltd.; and Patricia Rushton Ltd.

■ The Brunning Group reported agency billings of $7,500,000 for 1960. Among the S. C. Peacock clients are General Mills (breakfast food division), Standard Brands (Royal products), John Morrell (Red Heart dog food), Esterbrook pens and Pitney-Bowes.

The prospectus for the stock offering showed that the group expects net profits of about $180,000 for its fiscal year ending next March 31. The current dividend rate is 14¢ a share, representing a 6.7% yield on the offering price of $2.07.

Carl Brunning, chairman, made it clear in the prospectus that each agency in his group enjoyed recognition from media and that such recognition "is essential to the businesses of the agency companies."

He added: "At the request of the Newspaper Proprietors' Assn., I have reached an understanding with them that I and my family will not part with effective control of the company without first consulting them."

■ The 200,000 shares offered for sales represented 25% of the issued shares of common stock. Another 800,000 shares of stock were unissued.

Minister Trust, underwriter for the Brunning offer, reported that it received 11,990 applications for a total of 5,668,600 shares. After first satisfying applications from Brunning employes for a total of 20,000 shares, the remaining 180,000 shares were allocated to the public applicants on a basis roughly proportionate to their requests. =

L&N Appoints Three

Morton Keshin, assistant media director for services of Lennen & Newell, New York, has been named an associate media director. Joseph Denny and Bernard M. Keyt have joined L&N's research department. Mr. Keyt, formerly with Bristol-Myers, has been named research project director; Mr. Denny, previously with the Marplan division of McCann-Erickson, has been named manager of the creative research section.

Int'l Salt Buys Pfeiffer's

International Salt Co., Clarks Summit, Pa., will acquire all assets of Pfeiffer's Food Products, Buffalo, manufacturer of salad dressings. This marks the first diversification in International's 60-year history. Both companies are clients of Batten, Barton, Durstine & Osborn.

Canaday Herman Ferraro Murphy Kallam

PENNY, PENNY—*Leona Murphy, Stoetzel & Associates and president of the Women's Advertising Club of Chicago, and Doris Herman, Herman Typographers, receive pennies from new club members Sylvia Canaday, Foote, Cone & Belding; Rosemary Ferraro, Holtzman-Kain; and Helen Kallam, Fensholt Advertising Agency. The member who had most pennies at evening's end won a prize as "friendliest member."*

MacDonald Enters Trade Stamp Field for Second Time

DAYTON, June 28—E. F. MacDonald Co., international sales incentive organization, is returning to the trading stamp field.

E. F. MacDonald Stamp Co., a wholly-owned subsidiary, has been organized by MacDonald. Robert C. Ausbeck, vp in charge of sales and a director of the parent company, is the president of the new stamp company. Seven former executives of Top Value Enterprises have moved over to the new company.

This marks the second time that the MacDonald company has been in the trading stamp field. MacDonald organized Top Value Enterprises, the second largest trading stamp company, in 1955 but sold out its interests two years later.

■ Elton F. MacDonald, president of MacDonald, said that the decision to enter the trading stamp field was made only after considerable research had convinced him and his associates that there exists a substantial market for a new, quality stamp plan. The trade name of the new stamp will be announced later. =

Travelers Ads Win Insurance Award

MANCHESTER, VT., June 27—The Travelers Insurance Companies, Hartford, Conn., have won the top award for insurance advertising given by the industry, it was announced June 20 at the Insurance Advertising Conference held here and attended by more than 150 ad executives.

The grand award went to Travelers for "Creativeness, skill and over-all excellence" in the campaign to establish the red umbrella as the new corporate symbol.

Runner-up awards went to three other Hartford companies: Hartford Fire Insurance Co., Aetna Casualty & Surety Co., and Hartford Steam Boiler Inspection & Insurance Co. =

Builders Elect Strand

Philip R. Strand, advertising manager of Zonolite Co., Chicago, has been elected president of the Building Material Exhibitors Assn. The group's purpose is to improve convention practices and enhance sound exhibiting techniques.

Lund Joins Henderson

Malcolm G. Lund has joined Henderson Advertising Agency, Greenville, S.C., as creative director. Mr. Lund formerly was a vp of Howard G. Monk & Associates, Rockford, Ill.

Package's Role in Selling Hit in Senate Hearing

(Continued from Page 3)

but by rows of packages and cans, each an inanimate salesman, carrying a message, usually not from the retailer, but from some remote manufacturer or distributor.

"Part of the traditional retailing function has been transferred to the consumer and part to the 'product-personality,' clamoring for attention in an ever more impressive and bewildering array of lines, brands, sizes, contents and prices. What we have now is a product-buyer rather than a seller-buyer relationship," she said.

■ "The line between progress and waste is not easy to draw, or between desirable variety for choice and an array with the 'capacity to confuse and deceive.' The costs of differentiation are high—extra space, larger inventories, the using up of additional material and labor resources," she said.

"To what extent these costs are offset by ultimate satisfactions has to be determined by experience. In the case of packaging, the difference between the handling and the promotional aspects of package change has to be kept in mind; this is most important in the food field, where the consumer interest particularly demands relatively high volume at low price," she stated.

Prof. Campbell said she is of the opinion that a rise in price to compensate for increased costs is "fairer" than a reduction in quantity, because then "nothing is being concealed." She added, "The whole question of inflation is most serious, and we should handle it out in the open."

■ Asked if she was in favor of legislation to curb the use of adjectives in describing weights and measures, Prof. Campbell replied, "How silly can you get?

"What we want to do is rid the economy of suspicion and conflict and also to protect responsible business men," Prof. Campbell said. "It may be foolish to say this, but I think most business men want to be honest if given the chance."

She maintained that there is "over-spending" on packaging. She said a box of cookies is going to be gone in a day or so anyway and indicated that she didn't see much use for layer upon layer of cellophane wrappers. "That package is going to raise the government's cost in picking up garbage," she quipped.

■ Sen. Maurine B. Neuberger (D., Ore.) said that "a large number of people" had written her of their concern over "questionable practices" in labeling and packaging, just as they had written her about excess outdoor advertising. She said specific complaints involved (1) slack-filled packages, (2) hard-to-find statements of net contents and weights, (3) suggested "best buys," and (4) misleading terminology.

Sen. Neuberger said the Food & Drug Administration has never spelled out in detail where, and in what size type, the "net contents" statement must appear, "so the busy, but careful shopper stands in the supermarket aisle, twisting and turning the package, looking over all six sides to try to find a guide to contents and weight."

She said if industry fails to live up to its responsibility to the buyer, "the government must strengthen its directives in this area."

■ Marya Mannes, staff member of the *Reporter*, contended: "That great American institution, the supermarkets—those gleaming palaces of convenience and bounty—have come to be the greatest exercise in planned confusion since the bazaars of Samarkand."

She cited unfilled boxes, "funny shaped" bottles, overly wrapped crackers, and "super," "new," and "improved" products as examples of what the consumer faces on a typical buying expedition.

"In supermarkets," she said, "the package is the salesman. The more space he takes up on the shelf (that's the reason for giant and jumbo, not economy) the louder his letters scream at you, the sooner you'll notice him. But while he shouts, 'buy me,' at you, he also talks double talk out of the side of his mouth. And while you put him in your cart, he picks your pocket."

Mrs. Mannes argued that manufacturers "know far more about us than we know about them." She said that compared to these producers "the big brother in George Orwell's '1984,' who knows all and sees all, is a piker.

"The big brothers in our society today are not government dictators—they are the sellers and their brainwashing handmaidens, the behavioral scientists. Together, and under the banner of free choice and open competition, they have made us believe that we are getting what we pay for. Their purpose is that innocent goal of free enterprise—to make an extra buck. But when their profit becomes our loss, how innocent is that goal? And what is our loss?"

■ Dr. Ernest Dichter, president of the Institute for Motivational Research, told the subcommittee that since consumers generally buy for irrational reasons, "the embellishment of products through packaging is universally practiced."

The motivation researcher said, "Somehow, just to tell the public honestly what is inside the package is not quite honest enough. You have to dramatize honesty. In doing so you can, of course, be accused of dishonesty."

Dr. Dichter maintained that everybody practices this kind of embellishment. The bride doesn't "tell the lover what she will look like in ten years"; the armed services use "colorful posters to tell the prospective recruit about the wonderful places he is going to see"; the politician doesn't express doubts about his qualifications and never admits "great respect for his rival."

■ Dr. Dichter said very few advertisers indulge in misleading advertising but he pointed out that the problem is "much broader and more complicated than simply being against sin." The business man, he told the senators, "does not deal with a rational and technologically sophisticated consumer who buys only what he has found to be really superior and who gathers all the facts before making a decision."

Dr. Dichter suggested that the best way to deal with the problem is to educate the consumer, using market research techniques. He outlined this program as follows:

■ "Such education by persuasion techniques would mean to make the public aware of its own emotions. It is not enough to give people technical information or to invite them to become members of the Consumers' Union. They may know all the data about which car is the best one and still buy the one with the red upholstery because it is prettier. We cannot prevent people from doing this, but we can make them aware of their own motivations. If they still insist on buying an inferior car, just because the door has a heavier sound, or a house that has an intercom system rather than one with a solid basement, at least they will know what they are doing.

"An advertiser can and should begin to invite the public to look at the content of his package, to look under the hood of the car and interest themselves in the ingredients that went into the frozen cake. Many advertisers have done exactly that and have reaped great benefits from it."

■ Colston E. Warne, president of Consumers Union of U. S., told the subcommittee that CU has received more letters on deceptive packaging than on any other single subject.

"Though the letters bulk heaviest for such goods as detergents, candy, cake mixes, cookies, paper products, bread and meat, the actual number of different commodities mentioned is over 100 and runs the gamut from baby food to liquor," he said.

Mr. Warne read a handful of letters complaining about "underhanded" packaging. The greatest resentment over the relation of packaging to price, he said, arises when the package size remains the same and so does the price, but the contents diminish. And most of the time, he said, the weight declaration is put in smaller type "and in a less likely corner of the package."

Obviously, he said, "the consumer who does not know how much he is getting in a given package cannot, by the exercise of his sovereignty, reward the most efficient producer. And this is how bad packaging drives out the good."

■ Sen. Phillip A. Hart (D., Mich.), chairman of the subcommittee, observed that when he was a boy he received products in a brown paper bag. "The box on the shelf should speak as truthfully as the neighborhood grocer," he said. =

'Philadelphia Bulletin' Ends Liquor Ad Prohibition

The *Philadelphia Bulletin* in its June 21 issue ran liquor advertising for the first time since before Prohibition. The first ads to appear—placed in the sports section—were those of Philadelphia distillers: Old Hickory Distillers, through Ellington & Co., New York; Kasser Distillers Products Corp., for Kasser's vodka, through Wermen & Schorr, Philadelphia; and W. A. Haller Corp., for Haller's S.R., through Monroe Greenthal Co., New York.

The *Bulletin* has carried only beer ads in the alcoholic beverage field since the repeal of Prohibition. The other two Philadelphia dailies, the *Inquirer* and the *Daily News*, carry liquor ads.

ARCHITECTS—*Bob Fuoss (left), new editor of The Saturday Evening Post, is shown with Ken Stuart, art director, at first showing of their revamped Post. Behind them is a blown-up dummy of a spread created by the designer-artist team of Fuoss and Stuart.*

'Post' Unveils New Format, Program as It Girds for New Battle in Magazine Arena

POCONO MANOR, PA., June 27—The new *Saturday Evening Post* was unveiled here yesterday—in blown-up dummy form—before 150 Curtis Publishing Co. people and two editors of ADVERTISING AGE.

After the unveiling, which took from 9 a.m. to 4:45 p.m., 152 people were agreed that the new book, which bows with the issue of Sept. 16, was at least slightly sensational.

Among the changes:

• A completely revamped cover—modern and elegant—that disregards circulation department dictum and uses a logo that runs more than 3" below the top edge. The logo spreads the word, "*Post*" across the width of the page, with the words, "*The Saturday Evening*," appearing in tiny letters inside the letter "O" in the word "*Post*."

• A new 2,500-word-and-up feature called "Speaking Out: The Voice of Dissent," which will feature controversy and off-beat comment calculated to make the *Post* talked about. (An early title in this series: "Is Abstract Art a Private Joke?")

• A leading "impact" article that *Post*-men refer to as "The Blast," and "The Saturday Evening Punch," which will run for six or seven pages of text, and photos that show "physical action" and evoke "emotional response."

• Elimination of a front-heavy book (with mostly editorial jumps from mid-book to back cover) in favor of no-jump stories that appear throughout the issue.

• Expanding the "Post Scripts" humor page to four or more consecutive pages which will also carry the issue's cartoons.

• Switching the *Post* editorial from the front of the book to the last page—and quitting the ranks of the Republican party. "I don't think the *Post* ought to be identified with any party," said Robert Fuoss, the new editor. "If I had been editor last fall, the *Post* would have been for John F. Kennedy. If I had been editor earlier this year, the *Post* would have lathered Kennedy for his sponsorship of the Cuban disaster."

• A new feature called "People on the Way Up," a photo-concise text offering.

■ Perhaps the biggest switch of all will be a new technique in magazine journalism that will make teams of designers and artists. The designers include Saul Bass, S. Neil Fujita and Herb Lubalin. The artists include such long-time *Post*-men as John Falter and Norman Rockwell.

The teams will work on *Post* spreads, with the designer creating the idea combining title, illustration and text, and the artist taking over from there. The overall effect of these spreads, as one observer said, would likely see the weekly in the unaccustomed position of giving *McCall's* a run to the wire for Art Directors' Club awards next year.

Designers and artists will also combine on anywhere from three to 12 *Post* covers a year to come up with "changes of pace" that will make the outside appearance of the book vastly different from what it is today. (The new logo is a Herb Lubalin creation. He's with Sudler & Hennessey, the shop that's been doing *McCall's*' offbeat design advertising. Mr. Lubalin is now off the *McCall's* account because of his *Post* work.)

■ The new thinking at the *Post* will greatly reduce the magazine's output of words in favor of greatly increased use of art and photography, "but it will remain a text book." The new thinking also puts a premium on appeals to youth, and added emphasis on the outdoors, recreation, education and religion.

Mr. Fuoss told the *Post* salesmen that the new book represents the "first real revolution at the *Post* since 1942" when the magazine "was a bankrupt magazine, bankrupt in spirit and resourcefulness." Then Ben Hibbs took over as editor, he said, and the magazine began perking.

Today, continued Mr. Fuoss, the *Post* "is in trouble not because it is a poor magazine, but because we have somehow failed to adjust to the savage competitive environment in which we live."

He told *Post* salesmen and other Curtis people that he agreed to succeed Ben Hibbs as editor "in the expectation that we can put the *Post* on top while retaining those qualities of character and decency that attracted you to it in the first place."

■ Referring to the revamped *Post*, Mr. Fuoss said, "There is a chance I will prove to be the architect of destruction. If so, I will be journalism's best-prepared failure." Then he said:

"I did not agree to take the editor's job in order to liquidate the empire. I am taking it because of my belief that we can put the *Post* on top. I believe what we're doing is right, and that it will succeed.

"This is not a very happy year for the *Post*," said Mr. Fuoss. "We are battling for our corporate lives. We are battling enemies who think they've got us. But none of us shrinks from the challenge. This is not a battle to be won by editors alone. You salesmen bring home the bucks. A new day is dawning—when we again demonstrate how great is the contribution this magazine can make to this nation."

Mr. Fuoss said the first editor of the *Post*, George Horace Lorimer, was a one-man show. He said Mr. Hibbs delegated authority. "I plan to go much farther in diffusion of responsibility."

■ He explained that he had named three managing editors who would handle the weekly's day-to-day operations. "This will free me from pressure, permit a detached view, and allow me to see the magazine as readers see it. This will permit me to wade into problem areas without distraction." Then he added that it would allow him time to see the customers of *Post* space salesmen, an announcement that drew a cheer.

"We believe advertisers will do business with us if we'll give them reasons," said Mr. Fuoss. "As for the men who create the new *Post*, the sky is the limit. Yes, we'll retain our integrity and central character—but beyond that, all shibboleths are out. There's room to be as bold, as daring, as creative as can be."

■ William J. Stevens Jr., one of the three new managing editors, told the meeting:

"Recently, we've seen one magazine come out with the front of its book poorly distributed. We don't want to make the same mistake. They opened up a big hole in the middle and dropped the ball. We're picking it up and going right through that hole."

■ Mr. Fuoss' reference to the *Post* being in trouble was a reflection of its recent performance. While gross advertising revenue was $103,930,494 last year, compared with $97,456,146 in 1959, pages were down to 2,787 from 2,816. In the January-April period this year, pages totalled 726, as against 989 in the comparable 1960 period.

The *Post* also announced that it will raise its cover price from 15¢ to 20¢ with the Sept. 16 issue—the first issue of the revamped *Post*.

'SEP' SETS $1,250,000 BUDGET TO PUSH FORMAT

NEW YORK, June 28—*The Saturday Evening Post* has earmarked about $1,250,000 for a consumer and trade campaign to advertise its new format, which bows Sept. 16.

The sum will be invested in a four-month span starting in September. One medium under consideration is hi-fi roll-fed preprints—four-color "wallpaper" designs which are mechanically inserted by newspapers.

A *Post* spokesman said "full scale promotion probably will not get under way until a week or so before the issue gets on the newsstands."

Batten, Barton, Durstine & Osborn is the agency.

ADMEN FIND 'POST' NEW LOOK STARTLING

NEW YORK, June 27—*The Saturday Evening Post*, still secretive about its planned face-lifting, has been showing some of its new page spreads to advertisers and agencies. The revamp is to take effect with the magazine's Sept. 30 issue.

Media men who saw the *Post* demonstration told ADVERTISING AGE they liked what they saw: New logotype, a more open roman body type, "way out" editorial design, more photography in illustration, some spreads with only mechanical design elements, and fewer fictional serials and stories.

One adman's capsule description: "It's modern as hell—really good. Design-wise, it's not unlike *McCall's*, but unlike *Look*." Another called the *Post's* new plumage "startling." #

JWT Elects Kohl, Elton

J. Walter Thompson Co. has elected Howard Kohl, secretary of the company, as exec vp-corporation headquarters, New York, and Wallace W. Elton, manager of the New York office, as exec vp-New York office. Both men are directors of the company and are on the executive committee.

Gibbs Named Allegheny VP

John D. Gibbs, general manager of KQV, ABC-owned station in Pittsburgh, has been elected a vp of Allegheny Broadcasting, a subsidiary of American Broadcasting-Paramount Theaters.

FTC Sends Clorox Case Back for Data on Merger Effects

(Continued from Page 1)

supply, as in a vertical merger; nor does it have the effect of automatically eliminating a competitor, as in a horizontal merger."

■ The commission also decided that it hadn't had a chance to observe the full brunt of P&G's marketing techniques in behalf of Clorox. During the 16-month period after the acquisition, FTC said, P&G had put into operation "only a few" of the changes which it might reasonably be expected to make in markefing the Clorox liquid bleach.

Changes instituted did not include the use of a national advertising campaign for Clorox, or coordination of the advertising and promotion of Clorox with P&G's "full line of related products," the commission stated.

They also didn't include use of P&G's manufacturing facilities and sales force, in place of independent brokers, the commission added.

■ FTC said that it's only when P&G "begins to use the merchandising techniques and methods by which it has achieved spectacular successes against major competition in the soap and detergent fields that the full impact of this financially powerful corporation will be made on competition in the liquid bleach industry."

The commission directed Mr. Haycraft to take evidence on the current competitive situation in the industry, relating to events after November, 1958. Evidence should include share of market data in the entire U. S. and in nine specific geographical areas, and also more complete information on the production and merchandising techniques used by Clorox under P&G's control, FTC said. #

No Extra Charge for 'Look's' White Ink

NEW YORK, June 29—*Look* said today that it wasn't charging any special premium for the new white ink it's offering to advertisers.

The snowy color may be substituted for any color in a four-color run (one-time page rate, $43,910) or as a fifth color (one-time rate, $47,425), said Merrill Clough, business director.

■ The white printing however, is available only with that section of the magazine printed via *Look*-Kromatic process, which is a kind of refined gravure (155-line screen). Either 12 or 24 pages of each *Look* issue are by *Look*-Kromatic, which—unlike letterpress—takes artwork from advertisers instead of plates.

Look said it handles the white color like any other. It photo-separates the white in a transparency or illustration, makes a separate negative, and inks up its white plate on the press in the usual way. The white, more opaque than others, goes down first; other colors go beside it or over it.

■ To date, no advertisers have scheduled with-white ads in *Look*, Thomas R. Shepard, assistant ad manager, said.

"Our first job was simply to get the white into the book and let people look at it," he said, referring to four editorial pages of the July 4 issue. "Our viewpoint is that the business will come, from areas such as appliances, whipped cream and other foods, and perhaps soft goods such as shirts." #

BIG RUN PRINTING PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

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CAREY PRESS CORP.
Our 67th Year
406 W. 31 St., N. Y. 1

THINK
WINSTON-SALEM
where business is expanding . . . where business is good.

THINK
JOURNAL and SENTINEL
for over 100% coverage in the Metropolitan Area and over 70% coverage in the 11-county Journal and Sentinel trading area.

THINK
SALES
because here is a market where people have the money to buy — and are buying! Write promotion department for market facts.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE
WINSTON-SALEM JOURNAL AND SENTINEL
NATIONAL REP., KELLY-SMITH CO.

See the cold stare of Nikita Khrushchev as he heats up the cold war.

See him begin the countdown on Berlin—a city that could cause a war. See it in the issue of LIFE out *last Wednesday*.

See, in this same issue, some of the same conditions that Adlai Stevenson just saw in Bolivia—conditions that make that country ripe for revolution.

LIFE is the only magazine that can bring so many people the picture-news of the world so fast.

Again, in this June 30th issue, LIFE is demonstrating why today, more than ever, people value LIFE. Why today, more than ever, advertisers value LIFE.

LIFE

An early visit from St. Nicholas

(with a nod of the beard to Clement C. Moore)

'Twas the month before Christmas
When, all through the land,
The gals were a-stirring
With lists in each hand.
What to give Randy,
Aunt Susan and Bill?
And what about Charlie?
And sweet little Jill?
But this is no problem,
The choice it enthralls.
The answers are there
In the Christmas McCall's!
It happened last year
And in '59, too.
McCall's Christmas issue
Gives many a clue
To pocketbooks opened
With buying intent.
And to boost the enchantment
Of Yuletide well-spent,
The next Christmas issue
(McCall's third in a row)
Will bring to its readers
The most glorious show
That millions of women
Will never resist.

"*This* I must give."
"I'll put *that* on my list."
It's months before Christmas,
It's far from December,
But the heat of the summer
Makes others remember.
So now, in the agencies,
All lively and quick,
The planners are planning
To outsell St. Nick.
The call has gone out,
The news has spread far.
There is only one choice:
McCall's is the star.
To the top of the list!
Set it high on the walls!
Reserve that space now—
In the heart of McCall's.
Your clients know well
That McCall's—Number One—
At Yuletide rides high
Like the bright noonday sun,
Full of glamor and joy
And bright Christmas vision
That affects every kind
Of buying decision.
So spring into action,
Give your team the steer.
Get your orders in now
(By mail or reindeer).
Reserve your space quickly
Before closing date falls
Then *happy selling to all*
And for all, good

McCALL'S